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# AMERICAN BUILDER

and Building Age

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NOVEMBER, 1937

59th Year

Vol. 59—No. 11

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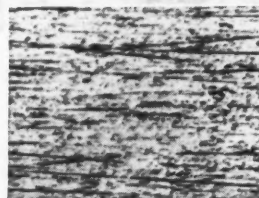
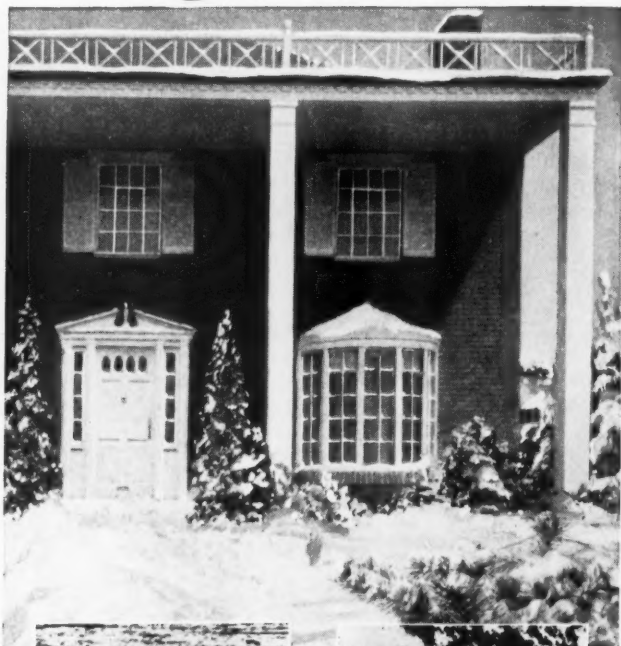
*for Rust Resistance*

This new, exclusive, Fenestra process brings impressive savings to building owners for, by actual test, it makes the priming coat of paint last three to five times longer.

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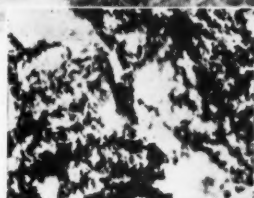
By making the windows rust-resisting, retarding the spread of alkali under the paint filament, and by protecting against flaking, peeling, chalking, cracking and abrasion, the new finish delays indefinitely the need for repainting, and minimizes the labor and expense of that operation when, at last, it becomes advisable.

The new finish is standard on Fenwrought (Residence) Casements East of the Rocky Mountains. Supplied on other types at slight extra cost. An 8-page illustrated folder giving details of the new finish and the results of durability tests, sent free on request. Write Detroit Steel Products Company, 2252 East Grand Boulevard, Detroit, Michigan.



PAINT FILAMENT  
SURFACE OF PLAIN STEEL

The photomicrograph above shows the surface of plain steel (enlarged 100 times). Note its "slick" texture, lacking porosity to form a bond with the paint.



PRIMING COAT OF PAINT "KEYED" INTO STEEL  
SURFACE OF STEEL BONDERIZED

The photomicrograph above shows a Bonderized steel surface (greatly enlarged) full of pits and peaks into which the paint filament is "keyed" as it dries and hardens.

BONDERIZED • • RUST-RESISTING  
*Fenestra*



# PUBLISHER'S PAGE

## How About Business?

**T**HE recent sharp decline of prices in the stock markets has caused alarm and controversy. Some fear it marks the beginning of another major depression. Some charge it is not warranted by any change in business but is due to manipulation and conspiracy to discredit the New Deal.

It has accompanied a recession of general business; but experience indicates that it almost certainly does not mark the beginning of another major depression. Heretofore major depressions have been preceded by unprecedented expansions of building, production and commerce resulting in unprecedented demands for capital and credit and prohibitive interest rates. The recent stock market collapse was not preceded by these phenomena.

The total volume of business done in this country in the first five months of 1937 was larger than in the corresponding part of any year since 1930. But it was *much smaller* than in the corresponding part of any of the five years 1925-1929, inclusive. Its failure to recover anywhere near completely from the depression was largely due to the lag in building construction, which even before the recent decline in general business was still 60 per cent less than in the predepression years. In consequence of the incompleteness of recovery there were, and still are, available vast amounts of unused capital and credit at interest rates which for most kinds of business remain very low.

**I**T is a fact, however, that, after general business had been steadily increasing for almost two years, it began about five months ago to decline. In the first half of 1937 it was about 15 per cent larger than in 1936. Now it is less than in 1936. Residential construction has followed the same trend. The recession of general business since the end of May is the principal explanation of the decline in stock market prices.

Why has not complete recovery from the depression occurred? Why has the

recent recession of business occurred? How long will it last? What is needed to start business on the upgrade again? The answers to these questions should be found in the conditions that indisputably exist. There is still need for a vast amount of building construction and other forms of activity in the durable goods industries merely to put the housing and productive and transportation plants of the country *in as good condition as they were in before the depression*. The additional need for *increasing housing and enlarging and improving productive and transportation plants* makes the potential demand for expansion of investment and general business activity unprecedentedly enormous. And, as already indicated, there is available a vast surplus of capital and credit that should be used in supplying the needs mentioned.

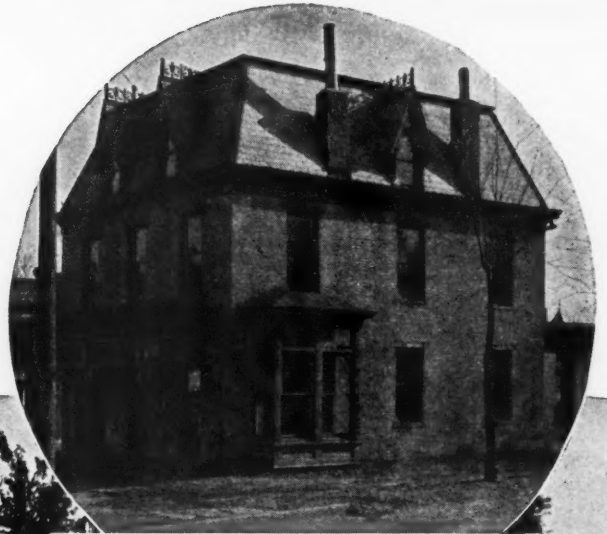
**T**HE solution, then, of the problem of reviving the increase of business and fully restoring prosperity is to put this surplus capital and credit to work in helping to supply the nation's needs. And what is needed to put them to work is to give those who want to invest confidence that they will thereby not incur losses but make reasonable profits.

*Early resumption of the increase of residential building is inevitable*, because the pressure of increasing population is bound soon to force up rentals so much that the profits from building ownership will become plainly greater than the risks of investment in building.

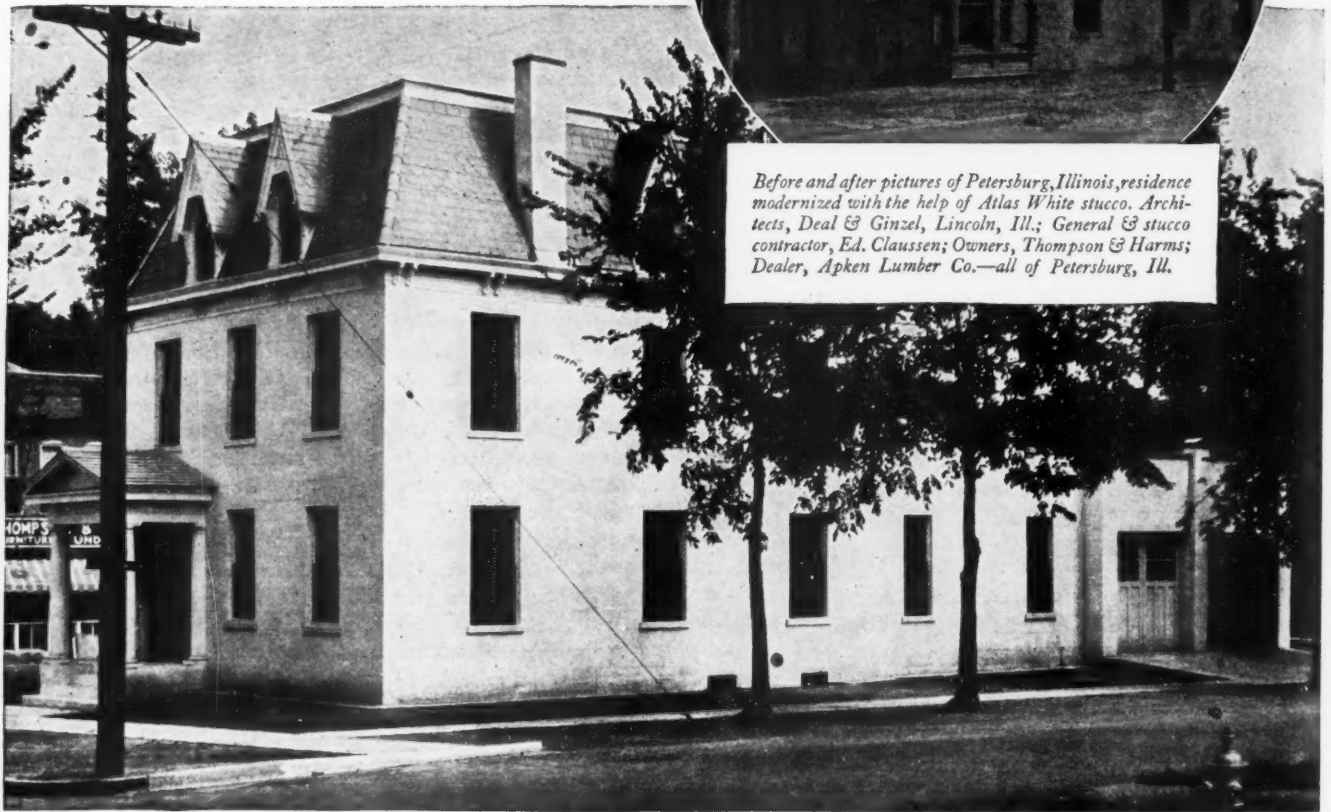
No single Index shows more than a temporary decline in residential Building. All indicate that some needed changes in local, state and federal government policies to encourage investment of available capital would soon cause a building boom that would be a vitally necessary part of a great expansion of general business.

*Samuel O. Dunn*

# How to put Youth in an old-timer



Before and after pictures of Petersburg, Illinois, residence modernized with the help of Atlas White stucco. Architects, Deal & Ginzel, Lincoln, Ill.; General & stucco contractor, Ed. Claussen; Owners, Thompson & Harms; Dealer, Apken Lumber Co.—all of Petersburg, Ill.



- This building is over eighty years old.

See what a little remodeling and exterior stucco of Atlas White portland cement did to it!

In every community there are similar *opportunities* to change unwanted eyesores into modern, income-producing buildings—at moderate cost.

White portland cement stucco is ideal for this type of work, for several reasons:

1. It gives a building a fresh, clean, bright and permanent exterior.

2. It is durable because it is a thin sturdy wall of concrete with the permanence, weather resistance and fire resistance of concrete.

3. It can be applied in any texture and any color.

4. It is economical in first cost and gives the kind of lasting service that endures in any climate.

Universal Atlas Cement Co. (United States Steel Corporation Subsidiary), 208 South LaSalle Street, Chicago.

**A FACTORY PREPARED STUCCO IS PREFERABLE**



S-10

STUCCO  
MADE WITH **Atlas White** PORTLAND  
CEMENT

# AMERICAN BUILDER

## AND BUILDING AGE

### What Holds Back Building?

SOME of the critics of the building industry seem to take the attitude that there is a deliberate conspiracy to hold back building. They seem to talk as though the industry cannot, or will not—for some malicious reason—produce small houses within the reach of the masses.

Certainly there is no lack of attention being given the problems of producing small homes. From Big Chief Ickes in Washington clear down to Ben Block, the builder in Quinnesec, Mich., who is working on a new floor plan that puts the bathroom in an alcove off the kitchen, there is a sincere desire to "do something."

What is that "something"?

Here is an industry with an enormous idle "plant" capable of turning out the hundreds of thousands of small homes so desperately needed, and capable of employing upwards of 4 million people. Here are some 100,000 builders, 21,000 lumber dealers, 2,000 manufacturing establishments, 767,000 carpenters, 240,000 real estate men, 400,000 painters, 36,000 paint and hardware stores and hundreds of thousands of plumbers, electricians, architects, draftsmen and others who are willing and anxious to help build these homes.

#### Fundamental Deterrents

These building organizations and men are willing and anxious to work. No single group can be said to be holding back building. Technically, the industry and its men could pitch in tomorrow to produce an abundance of well planned, well built, superlatively equipped homes within the cost range of the average man.

If ever an industry needed a super council to speak for it, this industry does today. Such a council, if sufficiently far sighted, broad minded and well informed, could focus attention on the fundamental problems of the industry. It could then organize this vast disorganized group of men to get action.

Certain fundamental problems must be solved to permit home building to flourish as it should. Several of them, like high taxes and interest rates, require not only the organization of the entire building industry, but the backing of all home owners. If these millions of voters were properly directed, the most pressing problems could be quickly solved.

**HIGH TAXES**—The greatest single obstacle to home ownership is the archaic system that puts 60 per

cent of the national tax burden on real estate, which enjoys but 20 per cent of the national income. Talk about *helping* home building? This unfair system *penalizes* a man for building a home. When John Smith, a wage earner, considers buying or building a \$5,000 home, he is faced with the possibility in many communities that he will have to pay from \$8 to \$12 per month in taxes. Added to his interest and amortization payments, this is all too often the item that kills the incentive to build.

Can something be done about high taxes? It can and it is. The National Association of Real Estate Boards, under the able direction of Herbert Nelson, is fighting this battle vigorously and making real progress. Its program has already resulted in tax limitation laws in 9 states and tax exemption laws in 9 other states. The Realtors have been fighting almost single handed. They should have the support of all elements in the building industry, as well as that of home owners.

What is really needed is a fundamental revision of the tax system, putting real estate taxes on the basis of a reasonable tax on income. People are also solving the tax problem in their own way by leaving the municipalities that are treating them unfairly and building in semi-rural sections on the edges of cities and along highways, where the tax burden is not so severe.

**INTEREST COSTS**—The highest interest rates in the world are paid by American home owners in a land which has more money lying idle than any other nation in the world. In England, Germany, Norway and Sweden, interest money is available to very low income groups at from 3½ to 4½ percent. In America the average cost today is between 6 and 7 percent. Lowell J. Chawner, senior economic analyst of the Department of Commerce, states that if interest rates were reduced 2 percent and the period of amortization were extended to 30 years, 5 million more American families could afford to own their own homes.

In terms of the average home buyer: if, by lowering the interest rate and extending the period of amortization he can buy a sound well built home at a cost of \$20 instead of \$30 per month, it will mean the vital difference between saying yes or no. The life of the average well-built home in this country is far longer than is commonly supposed. Seventy to one hundred years is not uncommon. On soundly built, well planned projects, a 30-year amortization period would not be excessive.



Here too, progress is being made. The 20-year amortized loan popularized by FHA has proved a tremendous step forward from the old single-mortgage system. Some large lending institutions are making 4 and 4½ percent loans on super-well secured properties. A movement is under way to reduce the interest on HOLC loans to 3½ percent, the rate set by Congress for farmers to pay their 30-year loans.

If the building industry, through the right kind of organization, can enlist the help of the millions of present home owners in a real fight for lower taxes and lower interest rates, these two vital problems can be solved almost overnight.

**GOVERNMENT POLICIES**—Many builders report that sales are being held up because their customers have a confused notion that under the recently enacted Wagner "Slum-Clearance" act, the U.S. Government is going to build wonderful houses which can be bought or rented very cheap; so they say they will just wait and see—and in the meantime private home building remains in a state of suspension.

Every building man should take upon himself the job of clarifying this point. The Wagner Act does not provide for any building by the U. S. Government. It provides a certain limited amount of Government loans or subsidy for local public housing authorities in cities that will undertake a program of slum clearance. Such building must originate locally, be carried on locally and be limited to persons of low income.

Paul Stark, the retiring president of the National Association of Real Estate Boards, has recently given a notable series of addresses on this and other problems. A thoughtful, far sighted man, who speaks with the sincerity of an Abraham Lincoln, he has pointed out to real estate men the almost irresistible national demand for a cleaning up of slum conditions. Rather than blindly opposing such a program entirely (which he believes futile anyway) he urges real estate men to study the Wagner Act and the conditions which undeniably lie behind its passage. He found that few men had read the Act. Since it operates through local public housing authorities, he urges local building men familiar with their local home town conditions to interest themselves so that they may direct any program that may result along practical useful lines.

Without a central body to speak for it, the building industry has no one to express its opinions on this or other Government policies which tend to restrict building or make people hesitant to build now.

**BUILDING COSTS**—The widespread misinformation and mis-statement of facts on building costs are excellent illustrations of the need for united action by the entire industry to combat movements that are harmful to it. *American Builder* has conducted a national campaign which has been taken up by numerous organizations and by the press in a way that is correcting this important obstacle to the forward march of building. But while presenting these facts to the public,

builders, producers and labor should not lose sight of the fact that the most successful business in the long run is the one that keeps consistently improving its product and lowering its cost. A constant effort must be made by all concerned to keep costs down and values and volume up. Increased volume will enable the industry to absorb a considerable increase in labor costs.

### What Can Government Do?

There is no doubt that lagging construction is at present one of the weakest spots in the economic system.

There is also no doubt but that the New Deal Administration would like to do something to stimulate a program of small home construction. By far the greatest benefit to everyone will result from attention to the fundamental problems stated above—particularly those relating to interest and taxes.

## KIPLINGER PREDICTS HIGHER COSTS

**W**RITING in the November "Cosmopolitan" on the subject of *inflation*, W. M. Kiplinger, well known Washington commentator and analyst, forecasts a steady rise in food, clothing and housing costs. "Rents or the cost of housing," he states, "are likely to increase more spectacularly than any other major item during the phase of inflation which is ahead. The prospects vary widely for different cities and regions, but broadly the situation is this:

"In the past there have not been too many houses, but too many vacant housing units which people could not afford to own or rent. Now this margin of vacancies is closing up. So rents are going up. There comes a time when it is cheaper to build or buy than to rent. In many localities this time has come. In others it is close at hand. In most it is a certainty for the future.

"So there's a good deal of home building, and much more of it is ahead in the next few years. Costs of building are going up. Materials and labor are higher. In a few cities there's already a boom; scarcity of certain materials, scarcity of certain classes of workmen.

"What to do? You can't buy much food ahead . . . but you can buy housing ahead. . . . Avoid the squeeze which comes when activity in building gets near the peak, when demand for stuff is so active that production capacities cannot quite meet demand, when purchasers bid prices up, anxious to get what they need at any price. The squeeze time has not yet come . . . but it will come later."

**BUILD NOW** is Mr. Kiplinger's advice—sound counsel which building industry men should pass along to their clients and prospects. Urge an *immediate* start; build this winter while costs are still *comparatively* low; to delay till spring may be too late. Winter building, *this* winter, is the answer. Thrift and profit minded folks will take advantage of today's opportunity and build before *inflation* carries costs to new high levels.

THESE two views show the interior treatment of the House of the Month presented on the two following pages. The breakfast room at the right is finished with random width western maple V-joint sheathing; the attractive living room below has wainscot, walls and ceiling of vertical grain fir.

## Outstanding Home Designs Selected From North, South, East And West

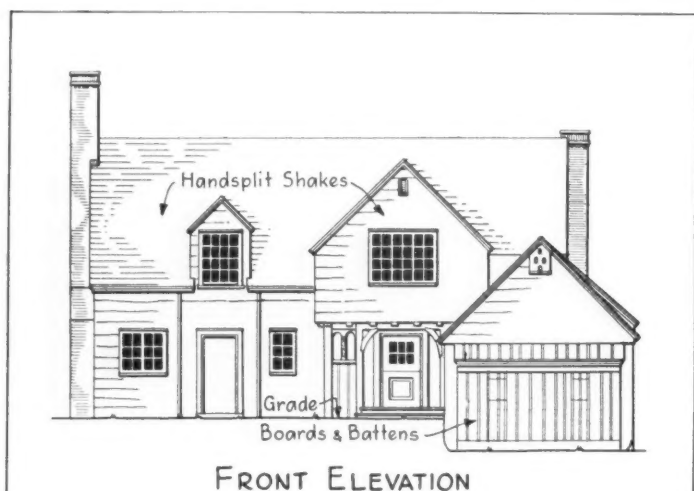


The Following Section of Home Designs Leads Off This Month's Issue Which Presents Many Ideas for the Fall and Winter Building Season. It Contains Numerous Examples of Good Exterior Styling, Practical Planning and Construction Methods as Found in Twelve States.





## FRONT COVER HOUSE OF MONTH



**George Wellington Stoddard,  
Seattle, Wash., Architect**

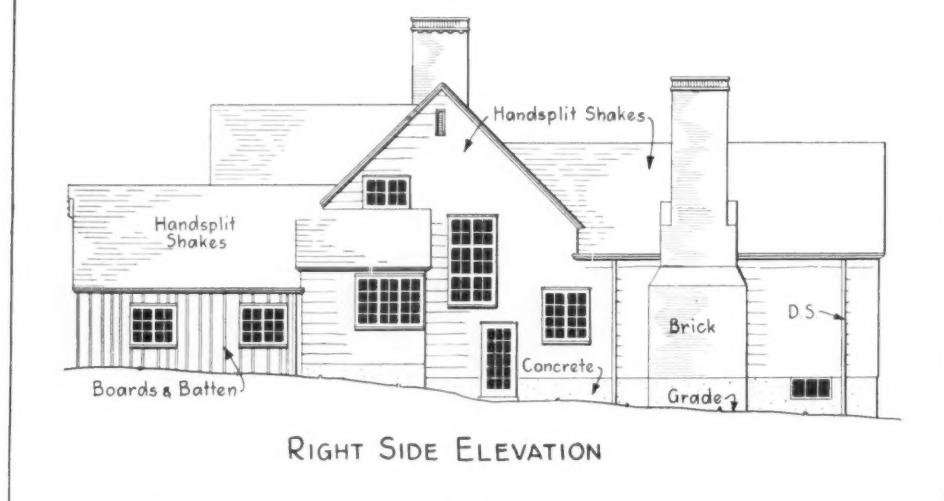
**A. S. Hansen Co., Contractor**

**O. E. Nilsen, Owner**

**Location, Loyal Heights, Seattle**

**Exterior, Red Cedar Shingles**

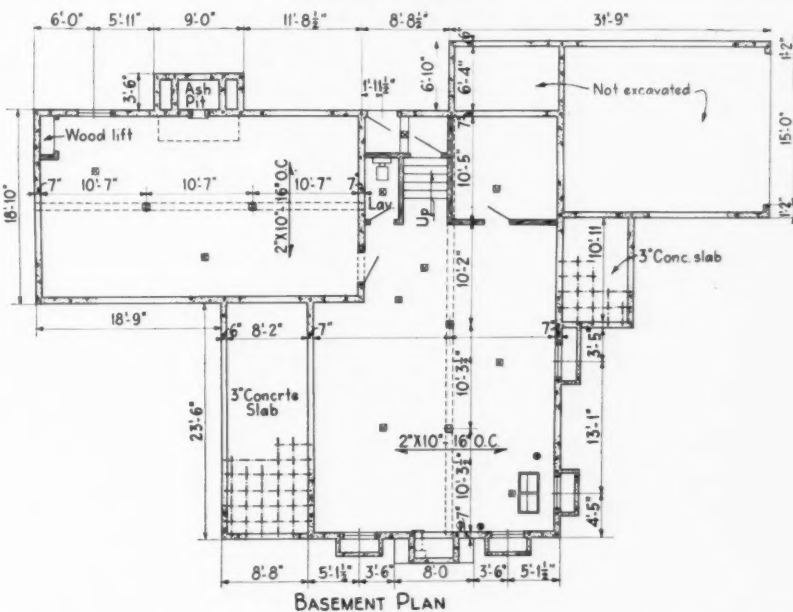
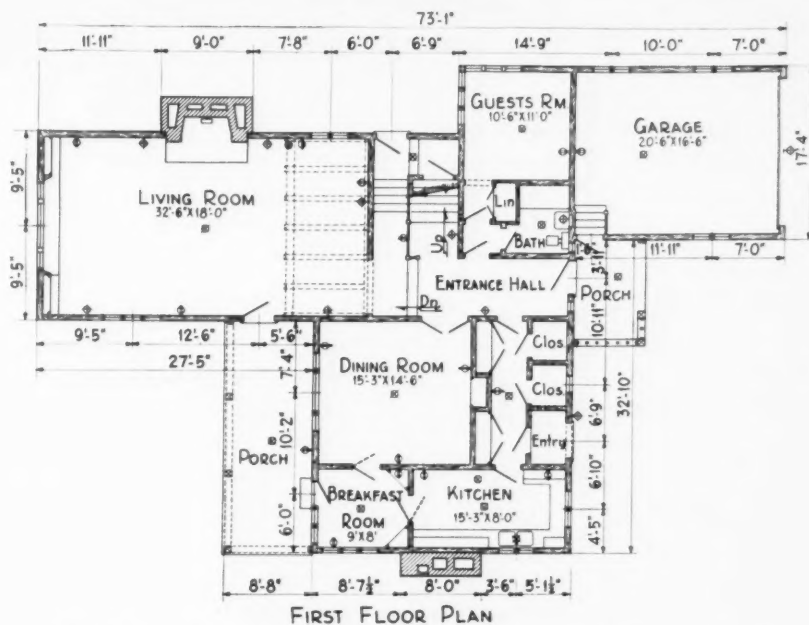
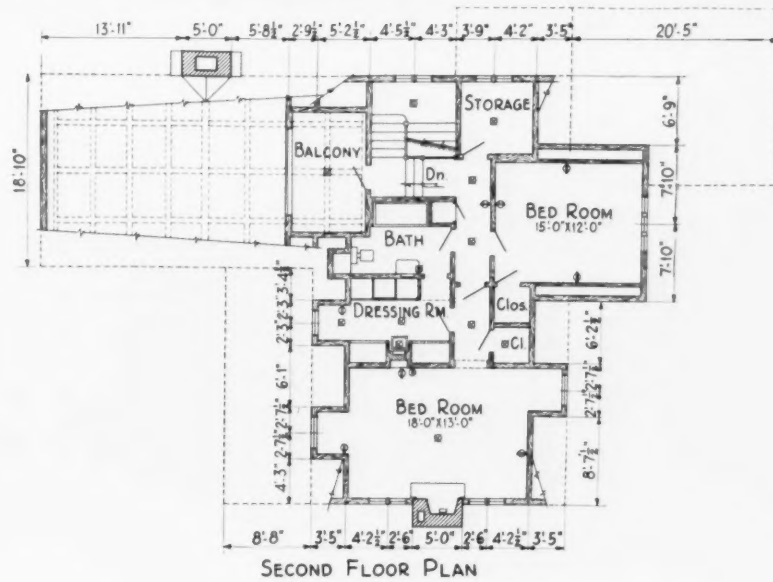
**Cost Key — 3.163—252—1734—73—33—37**





CHARACTERISTIC of Seattle's fine homes which make such effective use of those nationally known building materials of the Northwest—red cedar shingles and wood paneling for interiors—this "front cover" home was selected. Looking toward the house the scene rivals the wonderful views of water, woods and mountains seen from inside through the numerous "view" windows which are typical of this and other homes of the Pacific Northwest.

ALL-WOOD dry-wall construction utilizing both plywood and solid lumber characterizes this home. Living room is finished in vertical grained fir, dining room spruce veneers, breakfast room western maple, entrance hall fir sheathing with 6 x 6 inch beams and plank ceiling, kitchen knotty pine. Wall construction utilizes studs, shiplap sheathing, building paper and red cedar Colonial resawn shakes. Studs are backed inside with No. 3 cedar flooring, then the finish material. The roof is covered with red cedar shingles laid 10 inches to the weather. Exterior posts are of cedar, hand hewn and sanded. Exterior trim is vertical grained fir. This house is heated with oil burned in a forced air winter air conditioner equipped with filters. Flashings, gutters and downspouts are of copper. Chamberlin metal weatherstrips. Frantz upward-acting tilt-up garage doors. Second story ceiling insulated with fill-type insulation.





Exterior of the tiny Devon cottage is done in white asbestos siding with grey asbestos shingle roof. The colonial entrance detail, shutters, window box and awnings give it a homey air frequently missing in so small a house.

## MORE FOR THE MONEY— DEVON COTTAGE OF 1937

Cost Key is .738-96-(575)-(25)-12-9

SPONSORED by the Middle Atlantic Lumbermen's Assn., this interesting little model demonstration cottage shows the progress of the 1937 small home. It was built by contractor Lowell Gable from plans by architect William F. B. Koelle for the Devon, Pa., Horse Show and County Fair. It is an extraordinary compact little house, well-laid out and well-equipped. The cubic contents are 6,900 cubic feet and the overall dimensions only 25x23, yet it has all the necessary space and equipment for comfortable living by a small family. Forced, filtered warm air is provided by the heating plant in alcove off kitchen. Nothing like this was possible in 1926.



**William Koelle**  
Architect

**Lowell Gable**  
Builder

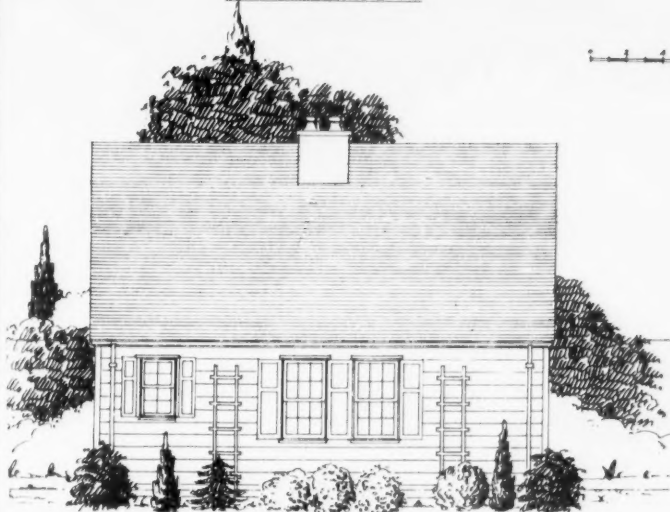
The 13 x 20 foot living room has many attractive features including a built-in day bed, attractive colonial fireplace, built-in bookcase and warm quiet interior finish of decorative insulating board in 2 colors. It is an unusually large and good-looking room for so small a cottage.



FRONT ELEVATION



RIGHT SIDE ELEVATION



REAR ELEVATION



LEFT SIDE ELEVATION



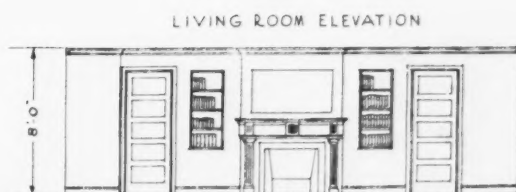
FLOOR PLAN

### SPECIFICATIONS SHOW 1937 PROGRESS

EXTERIOR—Keasbey & Mattison white asbestos siding, and grey asbestos shingles.

INTERIOR—Walls and ceilings of Celotex in 2 shades.

MILLWORK, including colonial entrance, fireplace mantel, doors, windows and trim, by Curtis Companies Inc.



LIVING ROOM ELEVATION

BUILT-IN MAIL BOX by American Device Mfg. Co., Red Bud, Illinois.

DUOCHIME door bell by Edwards & Company.

KITCHEN AND BATHROOM WALLS—Mono-Wall durable waterproof fibre finish by Standard Wall Covering Co., Inc., Philadelphia.

PLUMBING FIXTURES—Kohler.

HEATING—Arco Vecto heater with air fan filter and humidifier, burning either coal or oil, American Radiator Co. Warm air is forced under pressure from the upper part of the utility room through ducts to rooms.

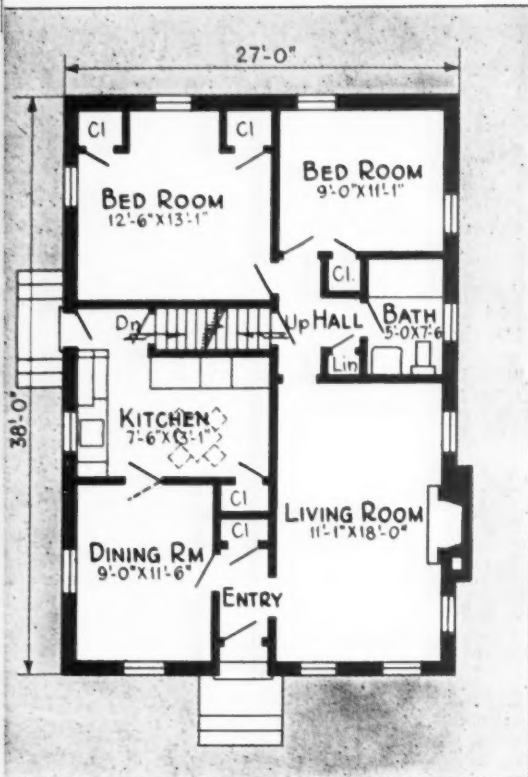
DOMESTIC HOT WATER—Ruud Conversion heater; storage tank in attic, thermostatic control.

BLOCK WALK of Pecky Cypress by the Southern Cypress Mfg. Assn.





Cost Key is 1.192—  
128—988—42—16—15



ABOVE: Cape Cod style exterior with five-room floor plan has proved to be one of the most popular designs. The plan shows good space economy with ample facilities, plenty of closet space, good light and ventilation. The full basement, as in all these houses, is arranged so that a recreation room may be completed; the second floor can later be finished for one or two bedrooms and bath.

RIGHT: The French farmhouse treatment is indicated with an alternate exterior variation on the opposite page, having the plan reversed, unpainted brick and light shutters. A feature of this house is the pine paneled dinette with bay having access to rear terrace. Cost key is 1.202—126—948—40—15—15

## ATTRACTIVE, PERIOD STYLED SMALL BROADVIEW, ILLINOIS, DEVELOPMENT

JOHN CUMMINGS LINDOP Real Estate, Inc., nationally known firm in Oak Park, Ill., started a home building program in Broadview this year with the purpose of offering moderately priced, carefully planned and designed small homes which would fill a pressing need in that part of metropolitan Chicago where medium cost house construction has been stagnant for years. Architect Alfred F. Schimek prepared more than 30 different plans with exteriors in the various Colonial, French and English styles which give a pleasing variation in appearance but maintain a harmonious feeling throughout the project. By reversing plans and using alternate color schemes, as indicated on these pages, even further variety is assured. In plan, materials and construction, these little houses are gems of compactness and efficiency.



THE HOUSE at the right is the smallest in the Broadview development. A dinette is used instead of dining room. The living room and bedrooms, however, offer almost as much well-arranged space as in the five-room houses. Cost key is 1.161-123-981-17-17-14

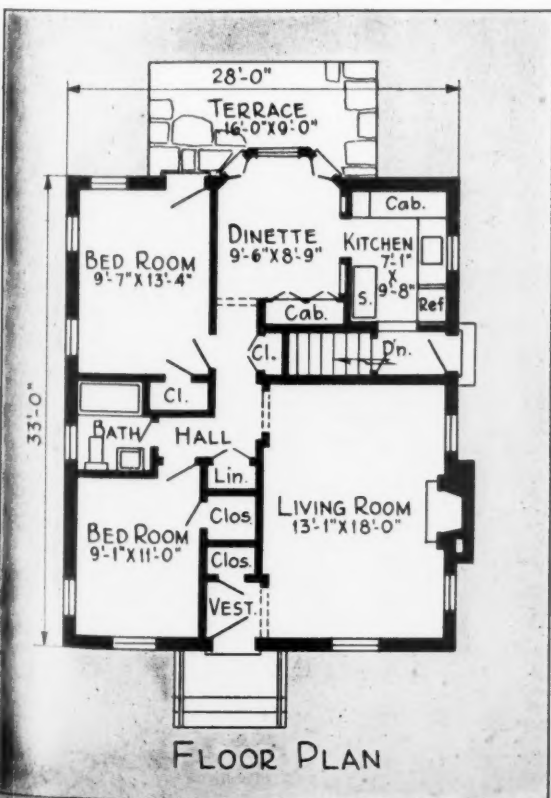
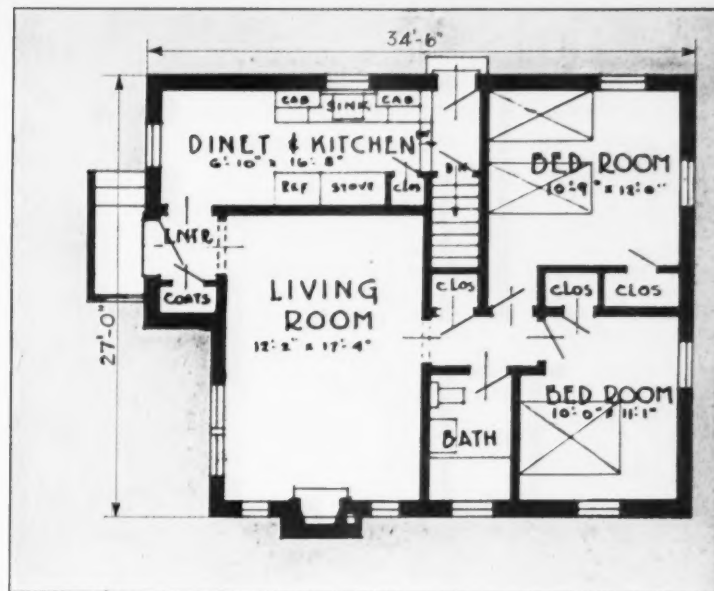


ALL  
INT

# HOMES IN JOHN C. LINDOP'S FEATURE MODERN PLANNING

Houses Located in Suburban Chicago  
and Designed by Alfred F. Schimek,  
Architect, of La Grange, Illinois

FURTHER DETAILS ABOUT THESE  
HOMES ON THE FOLLOWING PAGE





TO CONTINUE last month's important "Truth About Building Costs" and "More Value Today" selling theme, the 1937 Lindop home at the left and the typical bungalow of a decade ago built for a similar market are compared in the outlines below. The 1937 outline also applies to homes on preceding two pages; plans at bottom of page indicate present modern efficiency of house at left. Cost Key is 1.208-108-657-28-19-11

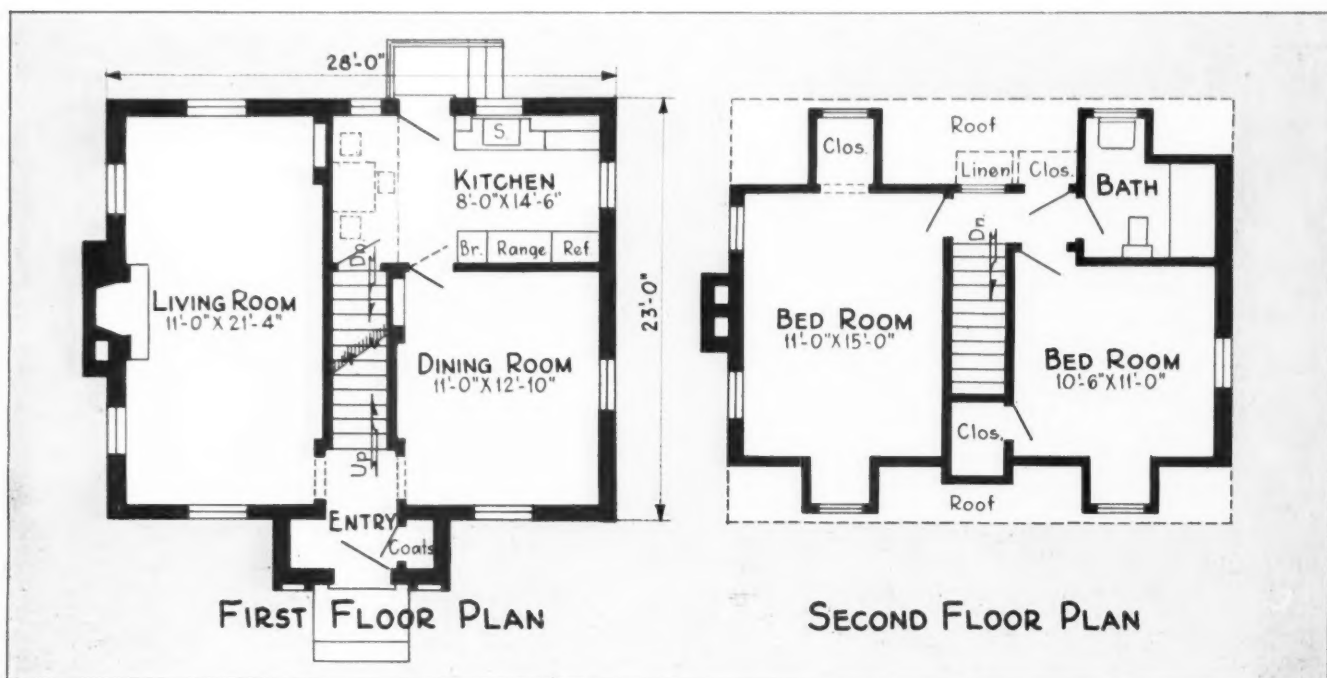
## Lindop Houses Show Today's Better Values

### 1937 CONSTRUCTION OUTLINE

Concrete floor, 4" thick.  
Masonry: face brick all around.  
Steel basement frames and sash.  
Floor joist 2 x 10 preshrunk. Inlaid linoleum in kitchen.  
Asphalt shingle roof with 15 lb. felt.  
Windows operated with Unique sash balances.  
Hardware all solid brass: Schlage door locks.  
Decorating: 3 coats, Pratt & Lambert; paper costing \$1.00 to \$2.00 per roll. Painting, exterior: 3 coats.  
Heating: air conditioned. Natural fireplace.  
Plumbing: water pipes—copper. Briggs Beautyware fixtures, colored; toilet in basement. Cabinets in kitchen.  
Electric wiring: 40 openings.  
Landscaping: lawn and shrubs.  
Screens: bronze wire.  
Insulation: 1/2" Celotex, side walls; 2" rock wool, ceilings.  
Selling for less than 1927 typical 5-room bungalow.

### 1926-27 COMPARABLE FEATURES

Concrete floor, 3" thick.  
Masonry: face brick front only.  
Wood basement frames and sash.  
Floor joist 2 x 8 No. 1 Y.P. No linoleum on kitchen floor.  
Asphalt shingle roof; no felt.  
Windows operated with sash cord and weights.  
Hardware: steel with brass finish.  
Decorating: 2 coats; paper costing 30c to 75c per roll.  
Painting, exterior: 2 coats.  
Heating: hot water. Artificial fireplace.  
Plumbing: water pipes galvanized iron; fixtures white; no toilet in basement. No kitchen cases.  
Electric wiring: 28 openings.  
Landscaping: none.  
Screens: black wire.  
Insulation: none.  
Cost about 16% more than today's improved 5-room home.







THIS seven-room, two-bath and basement demonstration home is so laid out that all rooms lead off a center hallway from a small foyer. As with many small Los Angeles dwellings, it has a convertible den or two-purpose room, serving as a sitting room or extra bedroom. It is equipped with toilet facilities and shower and has its own entry from the rear of the house, together with a sizable clothes closet. The house itself has a number of unusual built-in features; a revolving ironing board, adjustable clothes rack, metal lined shoe-shining cabinet and metal lined milk bottle cabinet are located on service porch.

A built-in revolving Airomatic (antproof cooler) makes the kitchen an interesting unit, with corner shelves at each side of the bay windows. Woodwork is Oregon pine painted buff. Tiling around cabinet wall and for cupboard tops and drain is buff with blue trim.

The house is of frame with stucco and redwood siding, painted white; the roof, with ventilating hoods, is of No. 1 cedar shingles given two coats of silver gray paint.



## FRENCH-NORMAN IN MODERN TREATMENT

**Built at Leimert Park by Columbia Builders, Inc., Los Angeles, Calif., as a Demonstration Home**

Cost Key is 1.849—196—(1804)—(75)—20—22



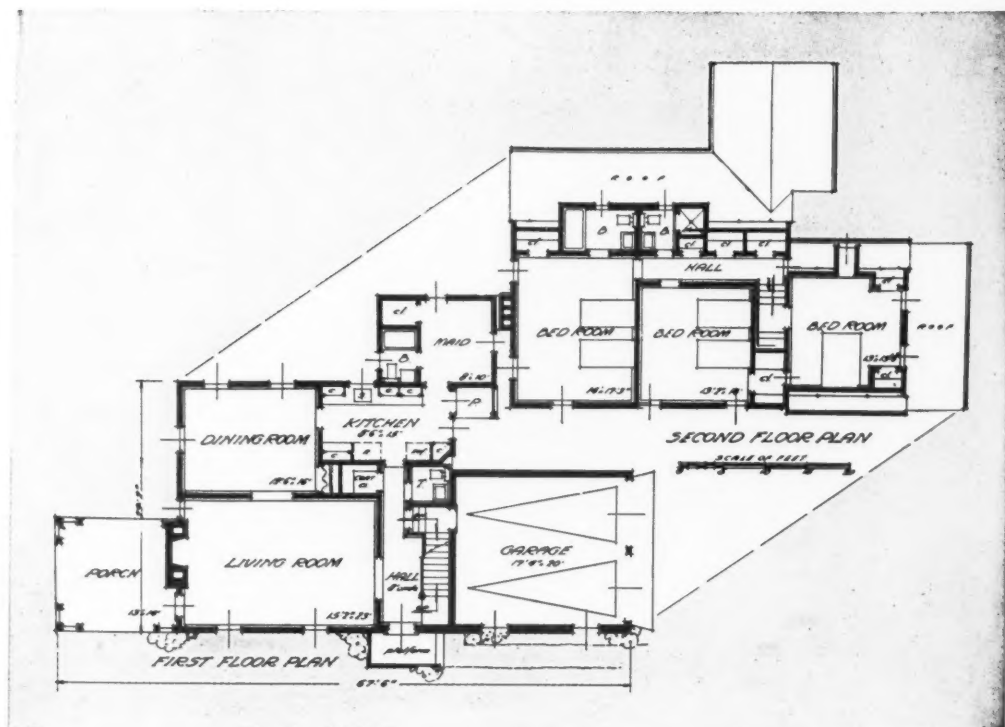


## HILLTOP COLONIAL SETS HIGH STANDARD

R. C. Hunter, Architect  
Julian Leadbeater, Builder

CROWNING A WOODED HILLSIDE in West Orange, New Jersey, this colonial house has many features illustrating more house for the money. The spacious hall leads directly to the kitchen, with the lavatory on one side and a large coat closet on the other. The maid's room and bath is conveniently located off the kitchen. Upstairs there are 3 big bedrooms and 2 baths arranged for economy and convenience. The pleasing exterior is executed in hand-riveted shingles. Cubage is only 29,500 cubic feet.

Cost Key is 2.465—228  
—1098—49—30—26

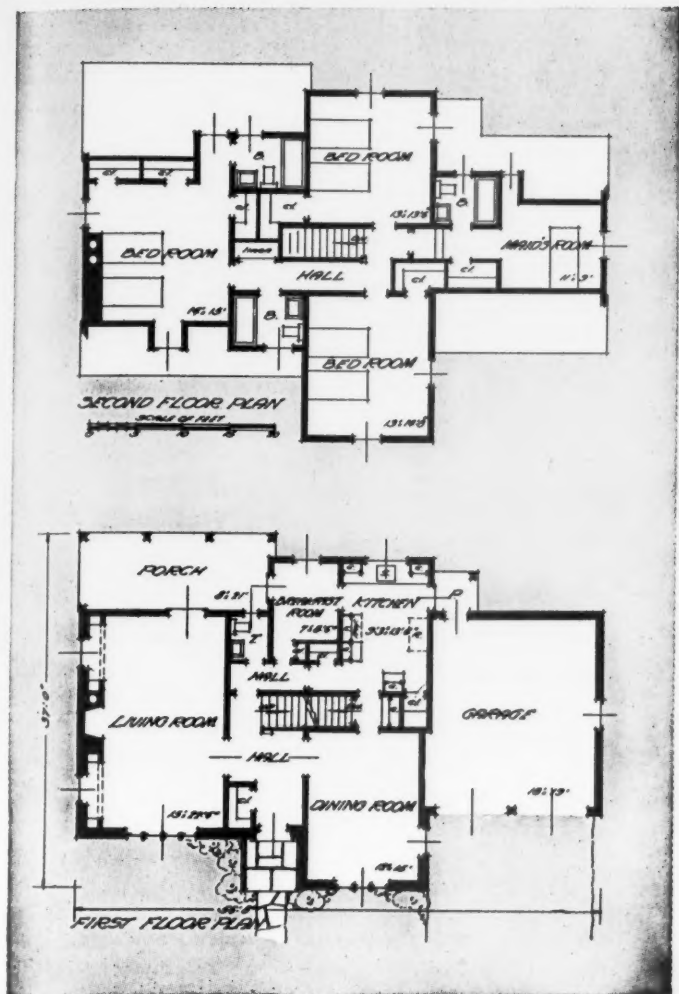


## STONE AND ROUGH SAWN CYPRESS IN HIGH VALUE HOUSE

THE LOW ROOF LINES and interesting materials help this house to overcome a bare site. The interesting exterior effect is gained through use of rugged stonework surmounted by 1" x 12" rough sawed pecky cypress boards. A special small size "chunky" slate is used. The plan is well laid out and livable.

Cost Key is 2.422—184—1086—47—25—26

DESIGNED BY ARCHITECT R. C. HUNTER of New York and built by Christopher Campbell, Inc., the house is heated by a Fitzgibbons boiler and has Richvar radiators. Also featured are Corbin hardware, Standard plumbing fixtures, U. S. G. wool insulation, Better-Built garage doors, Lemco steel windows, Libbey-Owens-Ford glass. Plaster base throughout the house is Insulite Lok-Joint lath.





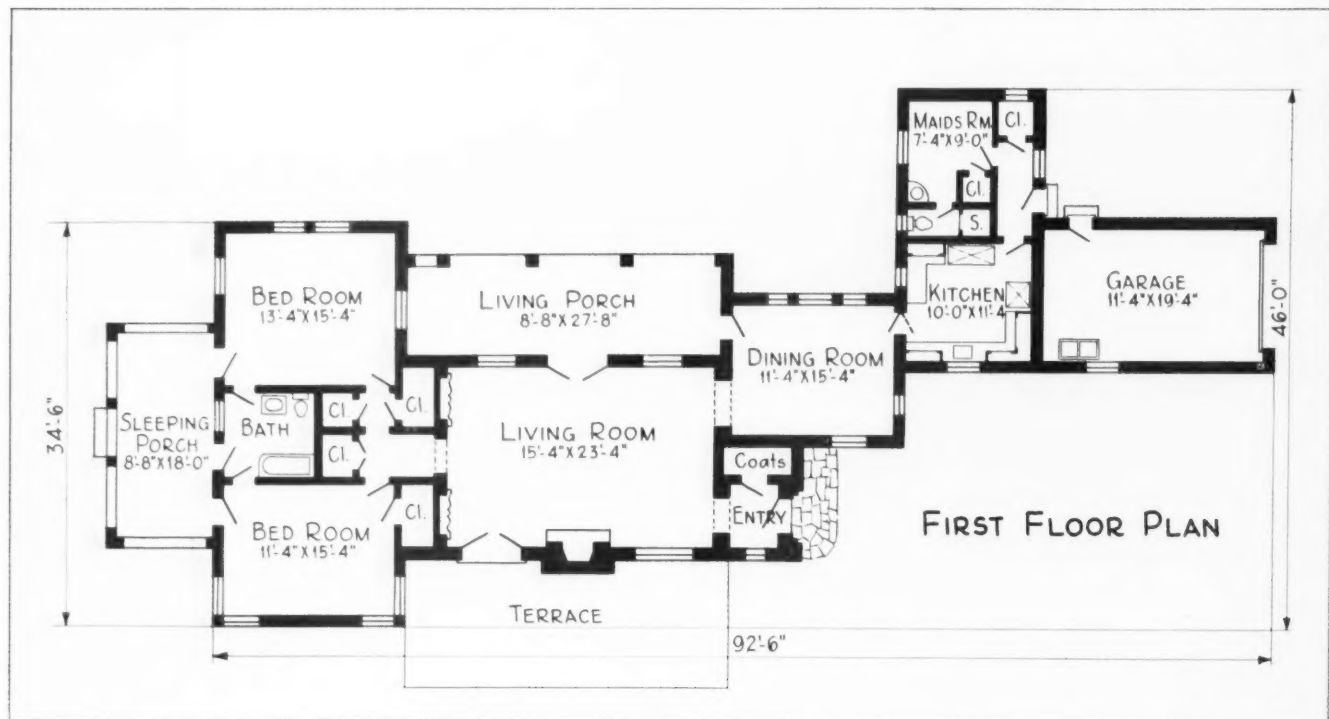


## AMONG THE PINES AT ORLANDO, FLORIDA

**Maurice E. Kressly, Architect**  
**A. W. Spinney, Inc., Builder**

Cost Key is 2.278—300—(1588)—(67)—29—27

THE rustic charm of this Florida home is set off by the pines and palms which surround it. Rough concrete masonry exterior walls are painted a salmon color and are set off by the red stained concrete tile roof and sections of rough hewn stained siding in the gables. A rambling layout, as indicated in the plan below, takes advantage of the climate with porches and terrace, and plenty of cross ventilation for the rooms. Floors throughout the house are a 3-inch concrete slab laid over a fill.



THE opposite side of the house shown in the view at the right reveals the porte cochere alongside the garage and the enclosed living porch that opens off the living room. The over-all length, which exceeds 100 feet, gives this home an appearance of spaciousness for its six-room and garage size.

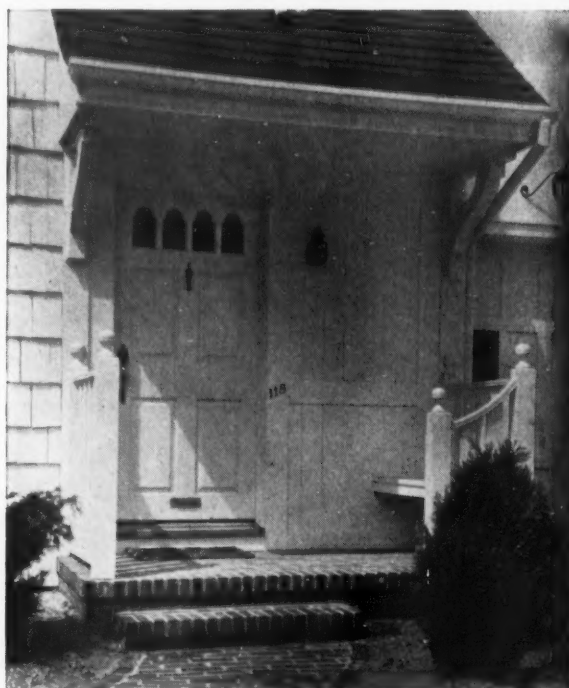
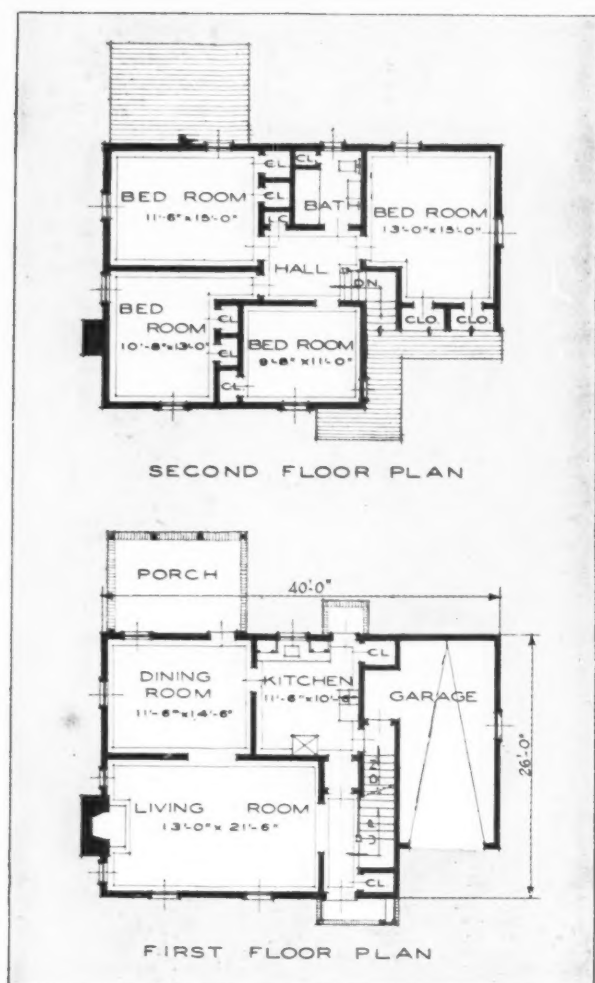


THE living room features a large fireplace made of hand shaped concrete masonry which, like the rest of the interior wall finish, is finished with cement paint applied directly to the blocks. Seventy-five per cent of the interior partitions are of concrete masonry, the balance being frame. The ceiling is in rustic cathedral style.



A CLOSE-UP of the elevation appearing at the top of the page shows the texture and treatment of exterior wall surfaces. Notice the rustic lighting fixture in the left foreground and harmonizing rough finish masonry wall, trim and roof.





## 4 BEDROOMS—24,500 CU. FT.

DESIGNED BY ALFRED H. RYDER and built by Frederic Ryder Corp., this pleasant Colonial house makes every inch of space count. Four good bedrooms, a large living room, dining room, kitchen and garage are included in a space of only 24,500 cu. ft. Hand-rived cypress shingles are used.

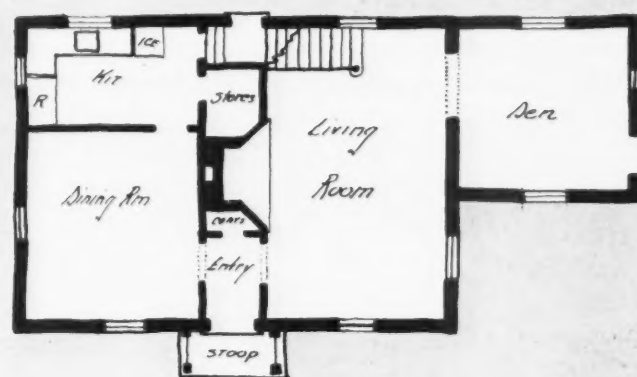




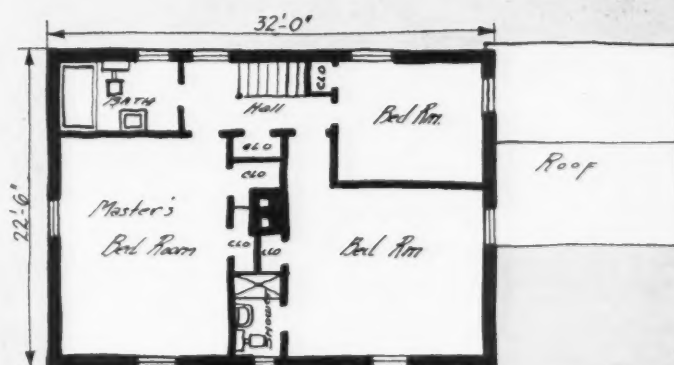
Photo by H. Bagby

## AN OLD BRICK HOME IN OLD VIRGINIA

OLD BRICK is used in this charming home built in Richmond, Va., by Matt P. Will, from plans by Architect A. L. Kidwell. The house has a compact, livable plan, with center hall entrance and huge fireplace popular in Southern Colonial homes. The roof is of a new type concrete shingle that looks like wood.



*First Floor*



*Second Floor*

EQUIPMENT INCLUDES 2 good-sized baths, an electric range and refrigerator, Iron Fireman coal stoker, concealed radiation, Insulmesh lath. Cubage is 23,028 cu. ft.



## "MODERN AMERICAN" IN CLEVELAND, OHIO

Built by C. F. Schmidt

Austin G. Damon, Architect

CONSTRUCTION—Story and a half, seven rooms and attached garage; brick veneer with stained cypress siding; antique slate roof.

BASEMENT—Buff tile recreation room.

FLOORS—Select white oak.

INSIDE TRIM—Yellow pine.

DOORS—White pine with six birch panels.

INSULATION—4" rock wool in roof.

PIPES—All copper.

HEATING—Moncrief winter air conditioning.

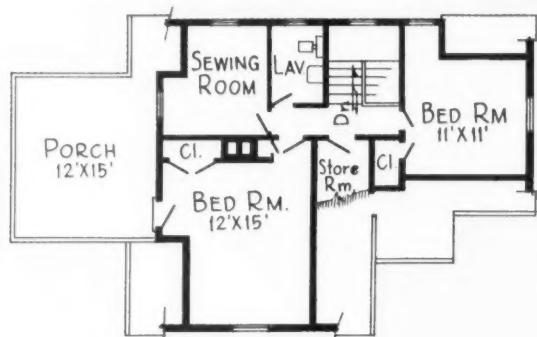
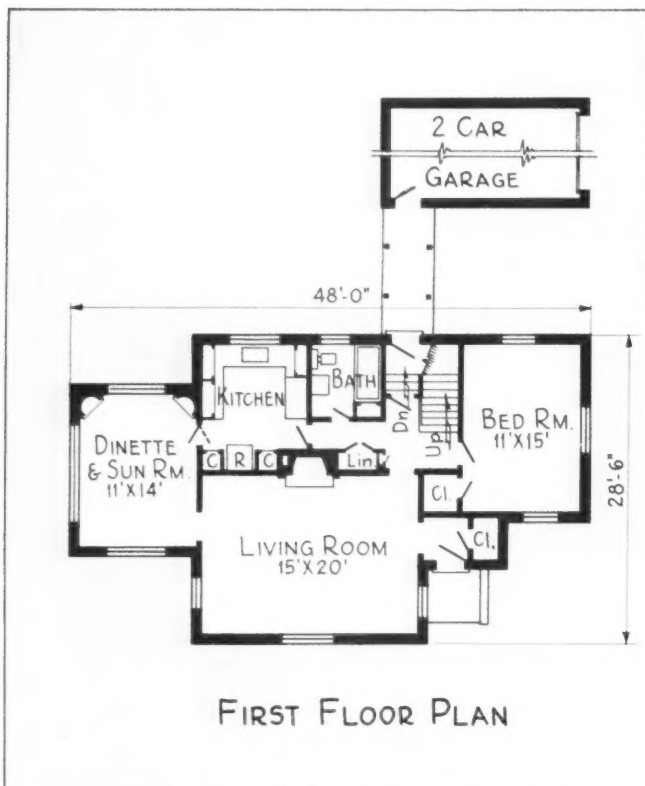
TILE—All-tile bathroom.

LINOLEUM—In kitchen—on drainboards and floors.

DINETTE AND SUNROOM—Stained trim.

PLUMBING FIXTURES—"Standard" fixtures.

Cost Key is (without garage) 1.744—153—1057—45—20—18.





ABOVE: Part of the group of cottages in the Pueblo, as seen looking toward Wilshire Boulevard.

## California Hotel Offers Novel Housing

**Chapman Park Pueblo Adds Extra Guest Quarters to Hotel  
with Suites Located in a Group of Detached Cottages**

**W**ITH tourist trade constantly increasing, a considerable volume of building is being undertaken to house such transient guests. These quarters range all the way from one-room frame cottages to more pretentious projects such as the one described in this article. When the Chapman Park Hotel needed expansion, the management decided to build a group or little village of detached cottages which would be novel and, at the same time, offer greater enjoyment to the guests. This group was recently completed and is known as the Chapman Park Pueblo of Los Angeles. It is surrounded by a wall which ties the cottages together, and is carefully laid out with drives, walks, gardens and even a private chapel as shown in the plot plan on the following page.

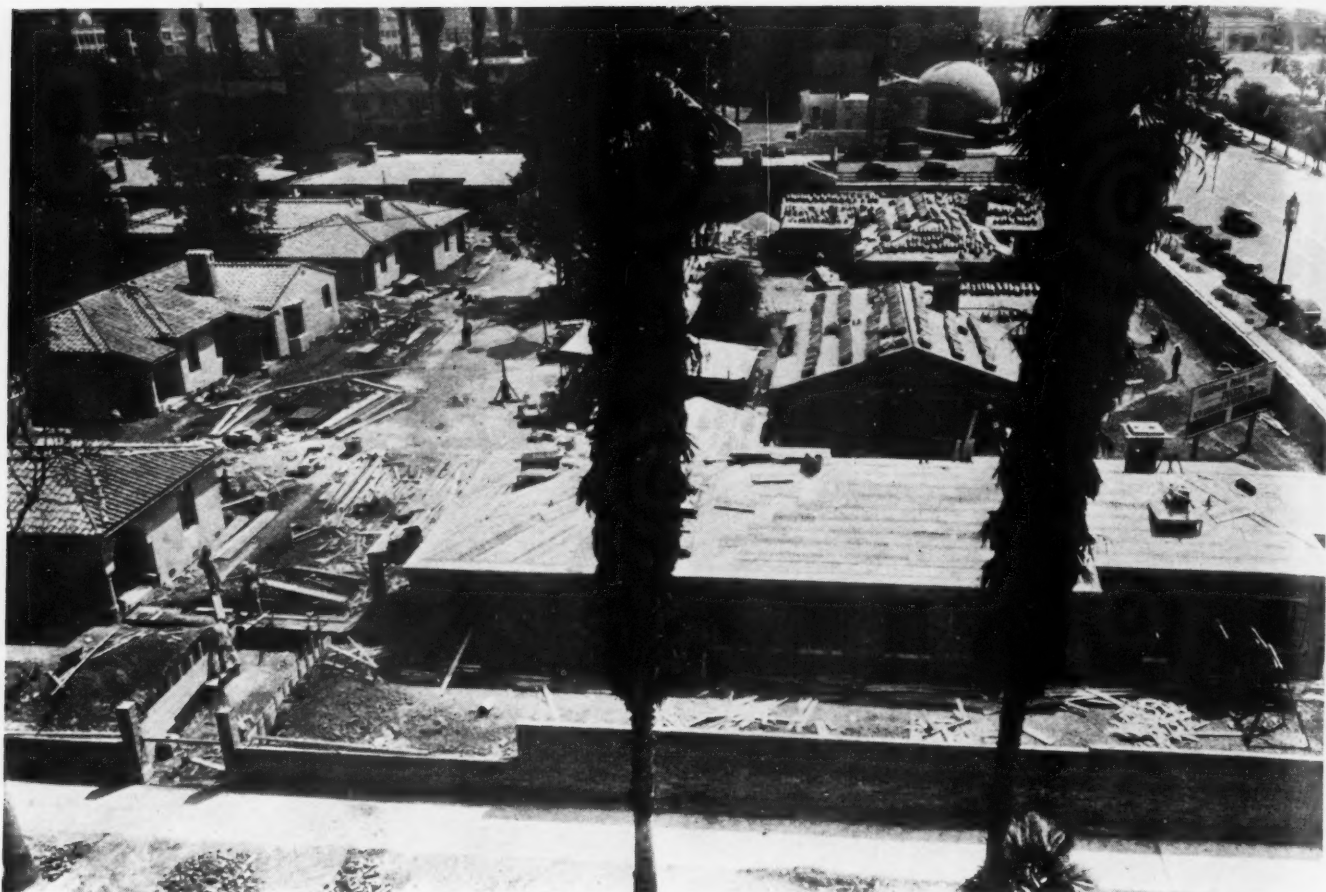
The cottages are arranged, for the most part, into single suites of sitting room, dinette, bedroom and bath. By the use of connecting doors, however, the suites in any one building can be thrown together to accommodate larger groups, or a single bedroom and bath can be used as accommodations for guests not wishing to have the larger quarters. This flexibility allows each cottage to accommodate either a single group or from two to four parties of guests, depending on the size of the cottage.

The exteriors have been given a varied treatment so that those units which have similar plans, such as B and I, do not appear alike. Exterior walls are finished in stucco; the tile roof is laid over one-inch Thermax covering the wood deck. Interior finish is plaster on Celotex lath. Carlton M. Winslow was the architect, and William Simpson Construction Company were general contractors.

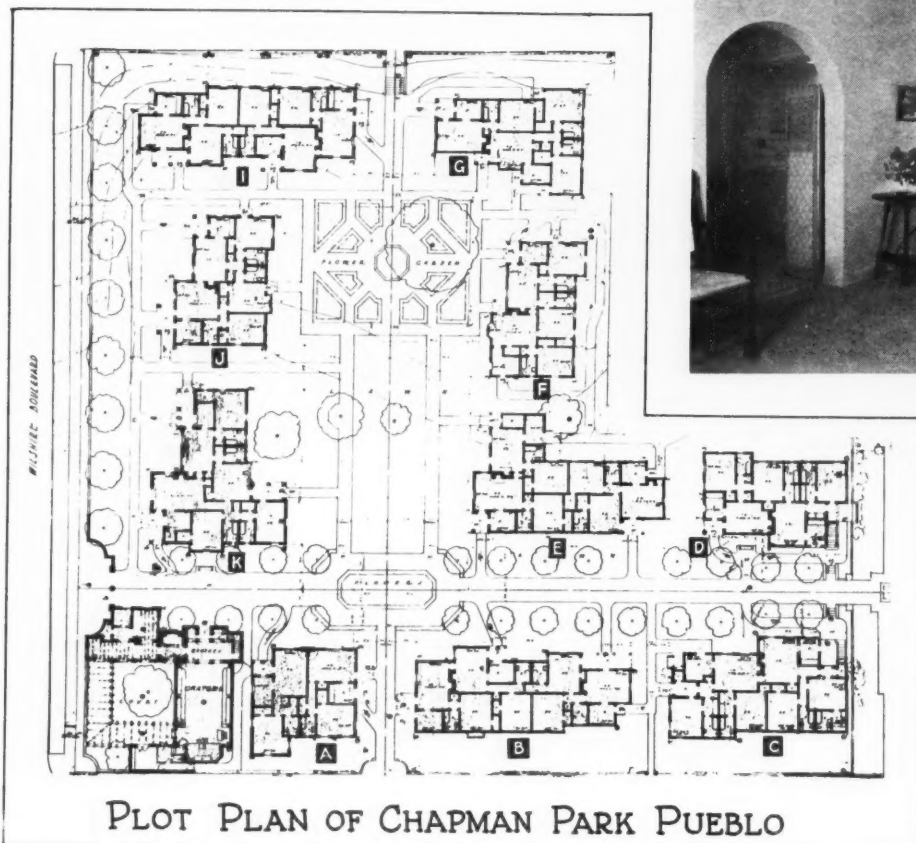
As reported by G. A. Chapman, manager of the property, "The bungalows have been practically filled all this past summer, which was more than was expected for the first year. Public reaction has been excellent, and this seems to be the type of housing desired by hotel guests and winter residents, particularly, as it offers accommodations which many thought it was impossible to obtain. The idea of complete hotel accommodations and being able to step out of doors into the California sunshine has a very strong appeal. The type of guest is the same class as would stay in the Chapman Park Hotel."

The rental revenues per room vary from \$7.00 to \$12.50 per day depending upon the time of year and length of stay; in summer, rates are somewhat lower than in winter.





ABOVE: Construction view of Chapman Park Pueblo (Wilshire Boulevard is at the right and the famous Brown Derby restaurant, made popular by movie stars, is seen in the background). Below: Plot plan of the Pueblo indicates the grouping of the ten cottages and chapel with broad open space landscaped for trees, gardens and lawn.

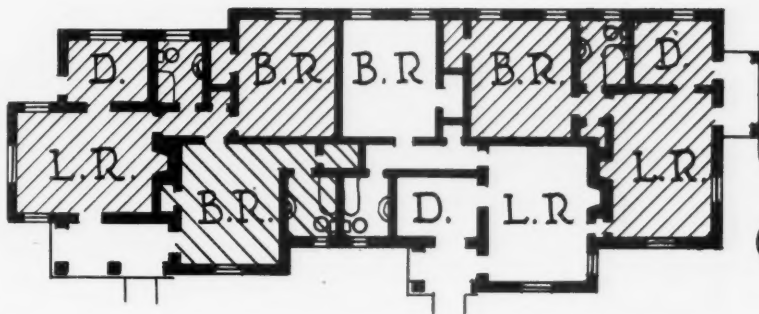
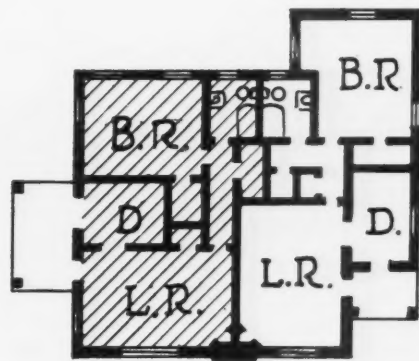


ABOVE: The living room as seen in one of the cottages illustrates the thorough planning and construction used throughout. The dinette appears through the arch at the left, and bath is beyond the center doorway.

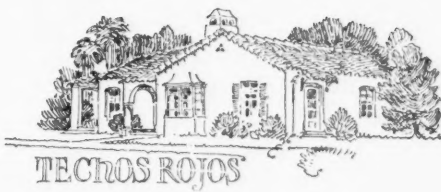
ON PAGE OPPOSITE: In planning the cottages, suites were arranged so that accommodations can be thrown together for larger parties. The five typical arrangements accommodate from one to four groups of guests. Letters identify the plans and perspective sketches, as laid out on the plot plan.



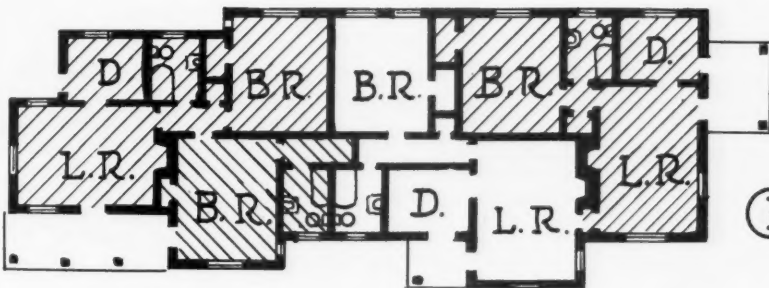
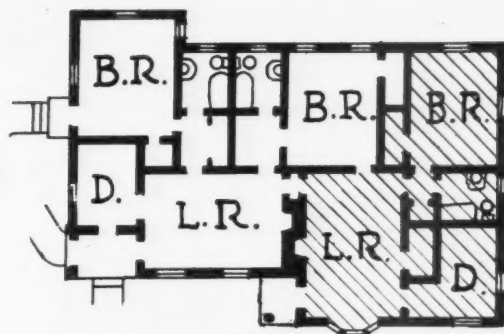
(A)



(B)



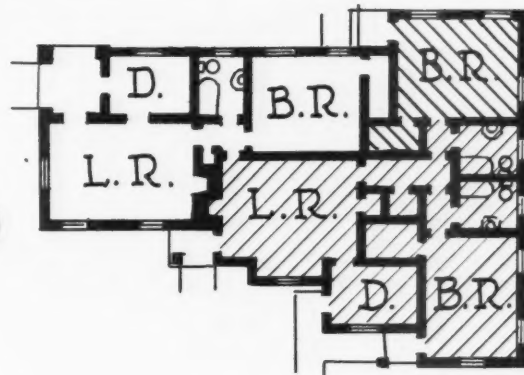
(F)



(I)



(G)





THE OPEN PORCH overlooking beautiful Lake George is a popular feature of Lamb Brothers' tourist cabins.

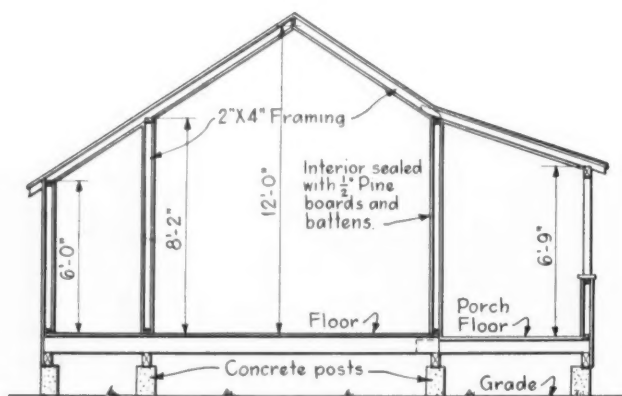
## \$5.00 PER NIGHT

### Rustic Charm Pays in Tourist Cabins

**L**AMB BROTHERS of Bolton Landing, Lake George, have built some 30 of these attractive rustic cabins which they have no trouble keeping filled at the rate of \$1.25 per day per person. Since the double units customarily hold four people, this means a daily income of \$5.00—certainly a satisfactory return.

The cabins are 12 x 12 and 12 x 24 feet in size, built of rough-sawn pine cut on the job. Exteriors are of rough-sawn pine boards with the bark left on, which give a most attractive rustic effect. These boards can be left to weather or may be given a coat of light brown or green creosote stain. Interiors are also finished in rough-sawn native pine boards  $\frac{1}{2}$ -inch thick, put on in random widths with joints covered by  $\frac{1}{2}$ -inch battens  $2\frac{1}{4}$ -inches wide. The interior finish extends up into the roof peak. The boards are left natural and have a delightful rustic look and smell. Each cabin has its own 6-foot wide front porch and its own 4 x 4

toilet room with running water. Although thoroughly modern in equipment, every effort has been maintained to retain the natural rustic atmosphere of the surroundings, and the results have been highly successful.

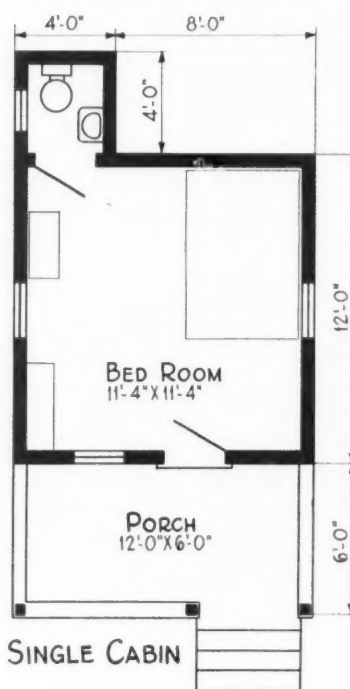


SECTION

CONSTRUCTION details of Lamb's cabins are simple but well handled. Each unit has a private toilet and wash basin with running water. In the single units the 4'x4' toilet addition is sometimes placed at the side. The interiors are sealed with  $\frac{1}{2}$ -inch rough pine boards in random width. Joints are covered by  $\frac{1}{2}$ -inch battens  $2\frac{1}{4}$  inches wide. Every detail of the interior has been thoroughly tried and has proved efficient, economical and popular with the public.



DOUBLE CABIN



SINGLE CABIN



FRONT VIEW of one of Lamb's double-unit cabins, which has two 11' 4" x 11' 4" bedrooms, each with a private toilet and washstand. Rough-sawn pine boards give a rustic effect.

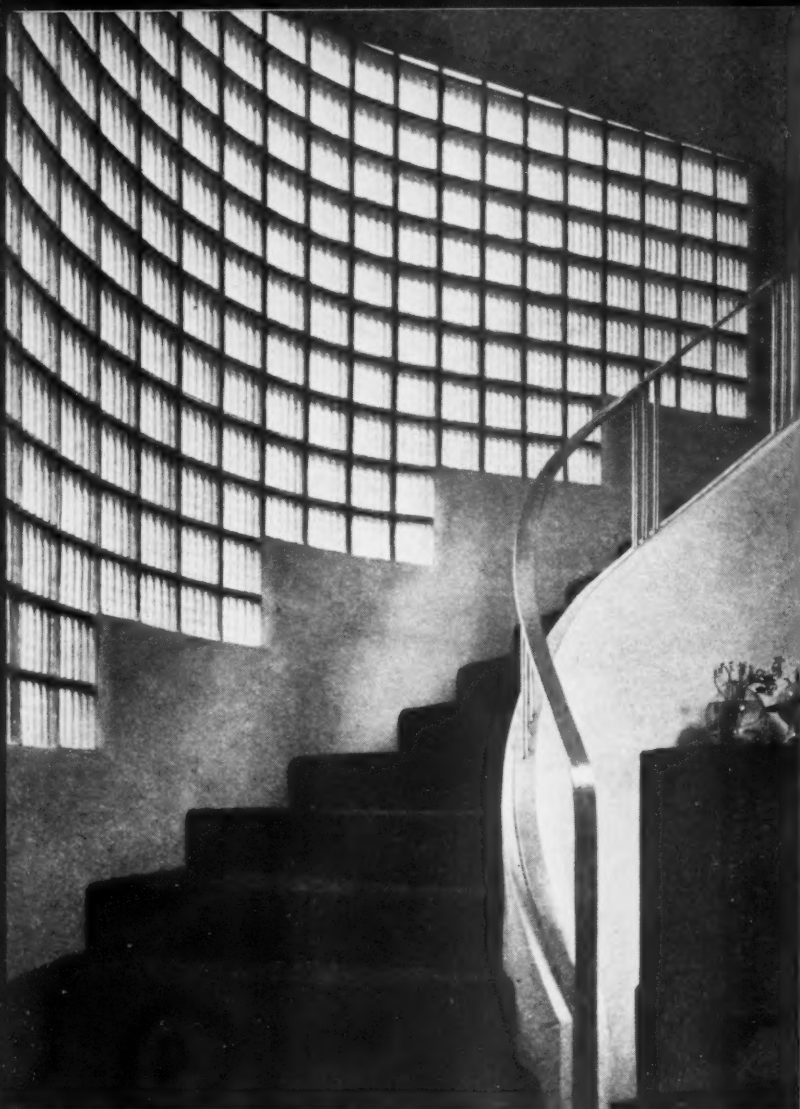


REAR VIEW of the double-unit Lamb cabin overlooking Lake George, N. Y., showing the double toilet room projection at rear. Dimensions of the cabin are 12' x 24', to which is added a 6' front porch, full length, and a small toilet room projection at rear which is 4' x 8'. Putting the 2 units together in this fashion reduces the plumbing costs.



THESE are the Lamb Bros. single-unit cabins, the main part of which is 12' square. There is a 6' porch and a 4' x 4' toilet addition at rear. This addition is sometimes placed on the side but is a little more difficult and expensive to build. The rough-sawn pine board exteriors can be left in their natural color or given a coat of light brown or green stain.





ABOVE: The stairway and aluminum railing treatment are typical of the styling in this first modern-designed all-concrete home to be built in the St. Louis area. The view below shows the front entrance and modern handling of large stepped stair well panel of glass block.

## Modern St. Louis Home Features a New Type of Heating System

**I**N ST. LOUIS, the recently completed home of L. M. Persons, chief engineer of White-Rodgers Electric Company, presents an interesting example of trends in modern design, construction and equipment. Among other features, it has what is believed to be the first year 'round air conditioning system of its kind, a truly remarkable departure from the conventional "air system" with its warm air and return air ducts and trunk lines.

The home was built with the idea of creating conditions and problems with which the heating and air conditioning industry will be faced when this trend toward the use of more modern building materials becomes more pronounced. Further, it provided the White-Rodgers Electric Company opportunity to develop the needed control equipment in advance of the market requirements.

Concrete construction throughout, with generous area of glass brick, unusual indirect lighting systems and ultra-modern appointments combine to make this home a "show-place" for prospective home owners and the local building trades. The use of concrete results in an unusual architectural



beauty, and the best tribute to the whole project is the building of several new homes of similar design and construction on which work has already begun.

Mr. Persons says the air conditioning system installed in his home is designed on the theory that the comfort of almost every person is principally governed by the temperature and humidity around the feet and legs. If the lower parts of the body are comfortable, a person feels comfortable at any reasonable inside temperature and frequently at a lower temperature than is commonly thought necessary.

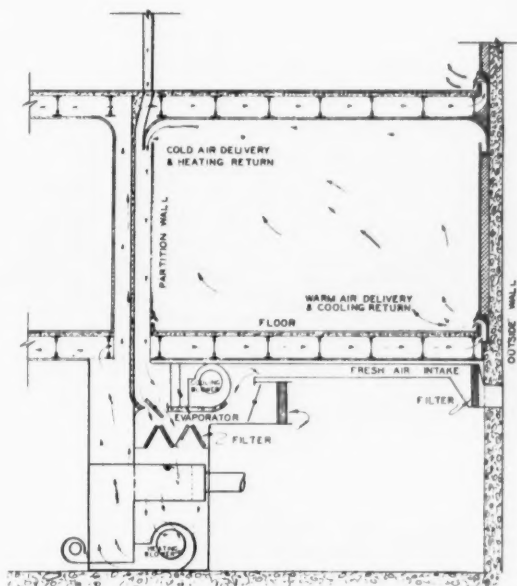
The heating unit in the Persons' home is a gas-fired conditioner of 125,000 BTU capacity with a 1300 CFM blower.

As previously stated, the home is of concrete construction throughout. The floors are not solid concrete

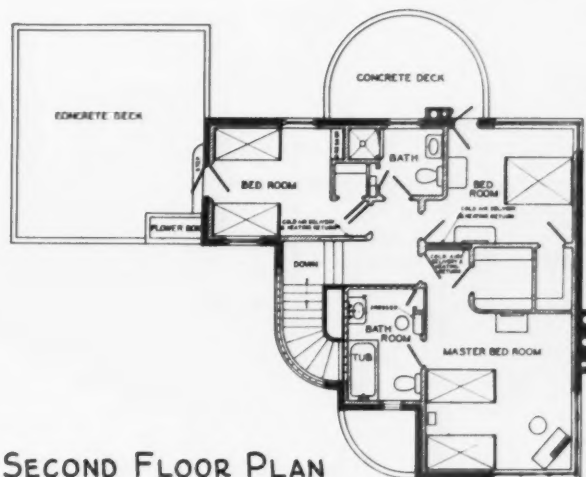
but are built of open web 10" steel joists to permit using the floors for plenum chambers. The bottom of each floor is sealed off with concrete, forming the ceiling surface for the rooms below, and the top of each floor is sealed with a single 3" concrete slab, laid over the joists and forming the floor surfaces. Both floors, throughout the home, are covered with  $\frac{1}{8}$ " mastic tile.

Thus with the floors providing the plenum chambers, the conditioned air is delivered from the top of the unit, through a large duct (much like a pipe-less furnace) directly into the first floor chamber. A large riser 10" wide and 4 feet long, equipped with a splitter damper to regulate the volume of air, is built into a partition wall and provides for air delivery from the first floor chamber to the second floor chamber. (See drawing below.)

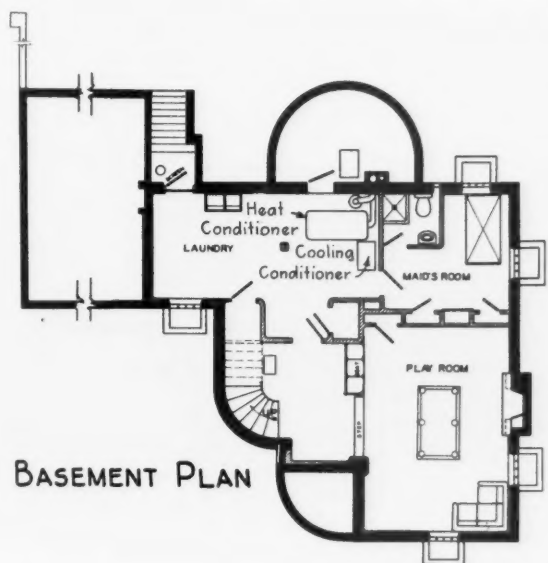
In winter the heated air is delivered into the rooms



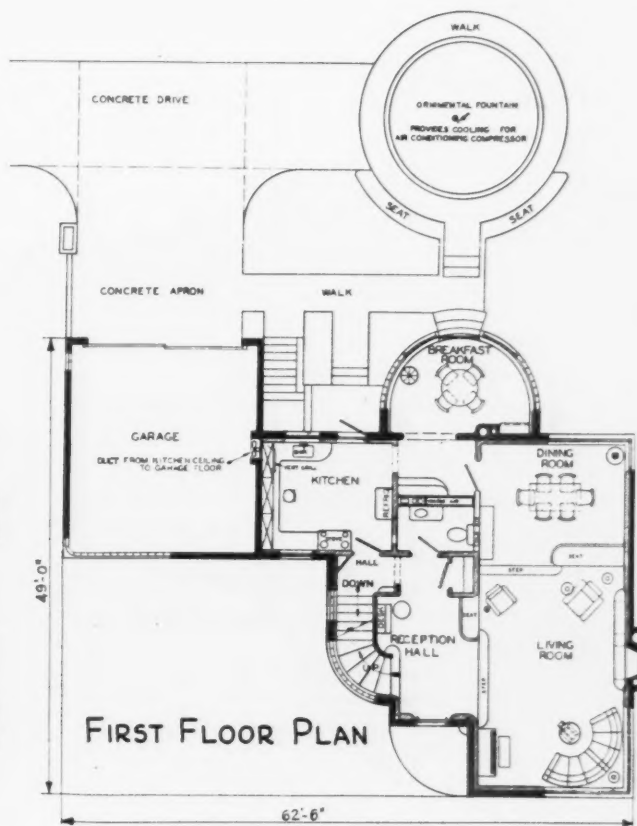
FLOOR & WALL SECTION SHOWING YEAR 'ROUND AIR CONDITIONING SYSTEM



SECOND FLOOR PLAN

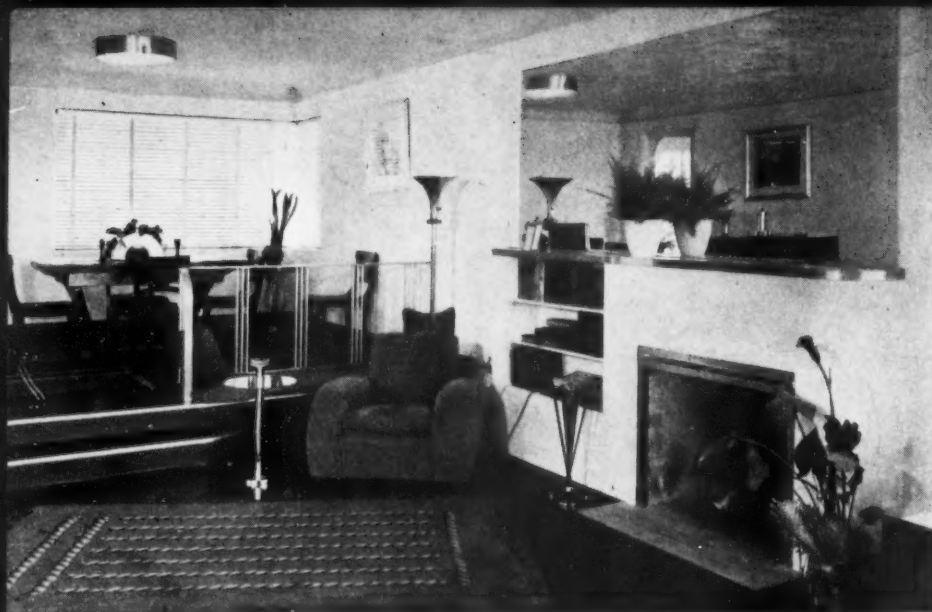


BASEMENT PLAN



FIRST FLOOR PLAN





tle to the outlet slots at the bottom.

Total heat loss for this building is only 100,000 BTU, due largely to its unique construction. Concrete slabs that form the floors do not extend to the outside walls, but stop 4 inches from them. This prevents heat loss by conduction, and allows for expansion of the floors. Steel joists, of course, attach to the wall, but the heat loss through them is comparatively small.

Humidity is supplied by a pan-type humidifier in the heating unit.

The living room ceiling is 9 ft., but all other rooms are 8 ft. The house is insulated with 4 inches of rock wool in the side walls and 6 inches in the roof. Above the layer of insulation in the roof is an air space which is vented to the outside by about 300 holes of 3-inch diameter in the side walls. These permit roof heat to be carried off in the summer and lower temperatures in the upstairs rooms.

The house is tastefully decorated throughout, and furniture and fixtures are entirely modern. Lighting effects through indirect lighting can be varied at will through a panel board.

Summing up his theories on comfort, Mr. Persons says, "We must learn to condition the lower part of our rooms and take off the warmed air as it rises to the ceiling," and certainly he has put his theories into actual practice very effectively in his new home.

**LEFT:** Living room is two steps below first floor level with dining space beyond. Kitchen is planned for efficiency and attractiveness; windows on opposite sides provide cross ventilation. Below, semi-circular breakfast room with large window area is bright and cheerful.

through slots in the wall and located 6" above the floor level. These slots are 1" wide by 15 feet long and are curved to deflect the air down toward the floor. The large area of these slots admits the incoming air at such low velocity that air movement is imperceptible.

Return air outlets are provided in a "cove" or gutter-like depression in the walls, near the ceiling and at a point about where picture molding would ordinarily be located. The concealed lighting equipment is contained in this same "cove" and the return air openings are just as effectively concealed as the lighting equipment.

The floors of the house contain 40 tons of concrete. On a zero day outside, floor temperature will reach 80° to 85°. Incoming air will be around 75°. Ceiling temperatures run around 70°. Due to the large bulk of concrete in the floors it is necessary to operate the heating unit about 24 hours from a cold start to bring up floor temperatures to the comfort point for occupants of the room. However, this condition never exists in actual practice, as a home of this type is always maintained at nearly constant temperature and humidity the year 'round, with a minimum of 70° during the heating period, and a maximum of 80° during the cooling period.

Summer cooling equipment in the Persons' home employs a three ton refrigeration unit. The direction of air flow is reversed through the system in summer, bringing the cool air in at the top of the room and letting it set-



# Builds All-Masonry Houses for \$2637.17

## Bailey of Newport News Delivers Big Value in Small Homes

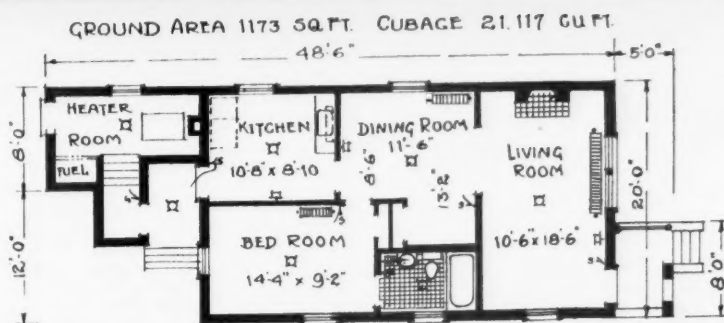
**R**ONALD BAILEY and his son, J. G., are well known in eastern Virginia for the fine homes they built back in the late twenties. Today they are operating in the low-cost home field and have developed a small house design and a method of cost-saving construction that is attracting wide interest. An all-masonry house of 21,117 cubic feet built and equipped complete for under \$2700 is considered quite a victory for today's home builders.

The photograph and drawings below show one of these snug little homes and how it is constructed. Notice

that the outside walls, 8 inches thick, are laid up of face brick with back-up of alternate courses of Dunstone (triple size brick) tied together with header brick. This produces a hollow wall with 1 inch air space for insulation and damp-proofing. Plaster is applied directly to the inside face of the masonry wall, eliminating the cost of furring and lathing.

A study of the itemized cost table makes clear the quality and completeness of the home equipment built into these homes.

These cost figures also show the manufacturing cost and regular delivered price of the cement masonry units specified. These are produced locally on a Dunbrik machine which makes both the standard size brick and the Dunstone (triple size). In fact, the Baileys have gone into the cement products business to supply their own brick and tile requirements.



### COST OF BUNGALOW

3007 Marshall Ave., Newport News, Va.

Size 20 ft. x 34' 4" plus Boiler room 8' x 13'	
8 1/4 yds. concrete	\$ 70.12
10,000 English Red Mat Glazed Dunbrik @ \$17.00 per M	170.00
2,000 Dk. Colonial Red Glazed Dunbrik @ \$17.00 per M	34.00
3,000 Common Dunbrik @ \$12.50 per M	37.50
3,000 Dunstone @ \$35.00 per M	105.00
Mortar	84.00
Brick Labor	285.00
Damper 42"	6.50
125 Fire brick	7.50
Ashdump	.50
16 pcs. Flue lining, 8 x 12	14.40
1 6x8 thimble	.50
1 cleanout door	.90
Wall ties	2.00
Plaster	91.75
Lumber	553.00
Carpenter Labor	250.00
Common Labor	50.00
Hardware	40.00
Tile Floor in bath	20.00
Plumbing	235.00

(Consisting of Standard fixtures; Built-in tub No. P2315, Wash basin No. P3867, size 20 x 18 hex., Closet "Modernus," Sink 40 x 20 No. P6706 or 7, 1 Lion Heater No. 11 1/2)

Heating	320.00
(Consisting of American Ideal No. IWS)	
Electric wiring and fixtures	39.40
Floor scraping and finishing	24.00
Painting	80.00
Angle irons	55.00
300 Mat Glazed Dunbrik for Mantel (Eng. White) and labor on same	20.10
Sewer Conn.	30.00
Water Tap	10.00
Building Permit	1.00

Total Construction Cost	\$2,637.17
Cost of lot	300.00
Cost House and Lot	\$2,937.17

Manufacturing cost of DUNBRIK at Newport News	
12,000 Mat Glazed Dunbrik @ \$10.00	\$120.00
3,000 Common Dunbrik @ \$6.00	18.00
3,000 Dunstone (8 x 12") @ \$20.00	60.00
	\$198.00

# Plan for a Modern Basement

**Basement Planning Is Simplified and Mistakes Are Avoided by Making Preliminary Diagrams Showing Division of Space**

**By DANA DODGE CORROUGH**  
Architect

**W**HILE this article cannot go deeply enough into the subject of basement planning to aspire to the role of an instruction book, it can give a few pointers on planning methods that will enable a contractor-builder or prospective home owner at least to proceed in an orderly manner, and thus make best use of the available space. Upper portions of a house are more important than the basement. For that reason the latter must be arranged to favor the arrangement and plan of the upper floors. Size of the basement and its shape is predetermined by the foundation walls. We also have, perhaps, a certain location in which the inside stair must enter the basement. Often window and door locations must be fixed. An outside entry may have to be placed in a certain location, due to layout of rooms above. Now let us examine ways of apportioning basement space to best advantage.

A logical first step is to make a list of uses. There must be space for a heater, laundry, stair and hall, and storage. Space also may be needed for fuel storage, a recreation room, toilet and shower, for miscellaneous storage, and for a work bench, or hobby room. After listing uses in their order of importance, we then block out and divide the available space in as many different, sensible arrangements as possible. The more we rearrange the space, the better our chances of hitting upon the ideal solution.

Accompanying diagrams show various arrangements of rectangular, "L-shaped" and "T-shaped" basements. Numbers and hatchings indicate the space allotted to each use. When working with diagrams of this type we should remember that we are dealing in terms of space, area, and volume, and not with ways to cut up space with walls and partitions. In other words, the space set aside for a recreation room or laundry may or may not be separated from the heater or work space by a dividing wall. The diagram merely indicates the amount of space that has been allowed for each major use in the basement.

Each arrangement when completed should be checked to

see whether there is an outside door at hand for the laundry, or for removal of ashes, whether the laundry is in a well lighted, clean location, whether the recreation room will be large enough, whether it is properly separated from the rest of the basement, whether it is easily accessible from upstairs. These checks may reveal flaws in the layout.

The type of fuel used in a house will influence both size and layout of the heater space. Some speculative houses today are equipped with heating plants that give owners a choice of gas, oil, or coal. Each presents a different problem in space utilization.

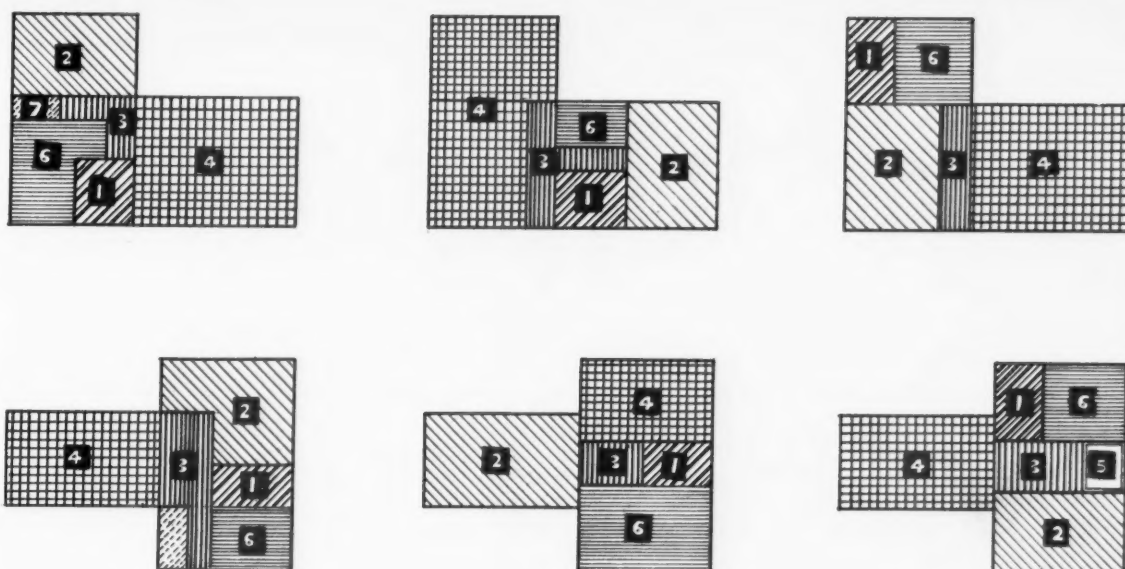
In gas firing, for instance, space must be provided for the meter. It will be somewhat larger than usual. In the case of oil-burning units, a place must be found for tanks. They must be out of the way, yet accessible for filling and for examination. Ordinances often regulate the minimum distance between tank and heater. Location of fill lines should be studied, and the possibility that tanks may need cleaning, or should have sludge removed periodically, will affect their location.

Bin space must be provided for coal-burning plants.

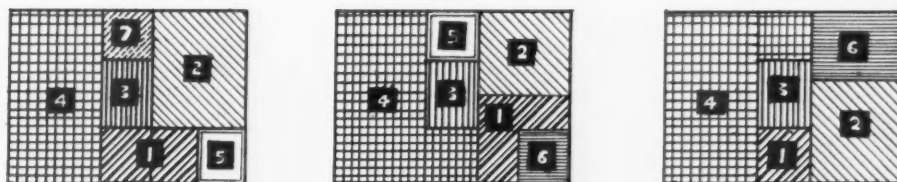


**COMPACT** new Bendix Home Laundry unit, saves considerable space, eliminates the need for trays, and automatically washes, rinses, and damp-dries clothes ready for the line.





- 1 HEATER SPACE
- 2 LAUNDRY SPACE
- 3 STAIR & HALL SPACE
- 4 RECREATION SPACE
- 5 STORAGE SPACE
- 6 WORK SPACE
- 7 TOILET-SHOWER SPACE

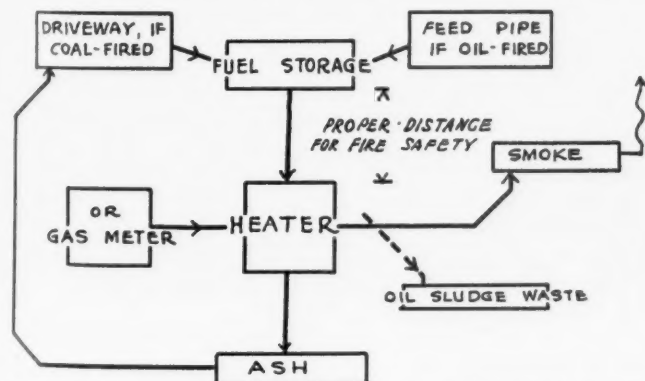


PRELIMINARY diagrams like these, allotting basement space to various uses assure satisfactory and efficient arrangement. Heater space should be as near the center as possible. Laundry space should be clean, light, and airy, and there should be easy access to the outside. Note that the division of space in a diagram does not necessarily mean that each unit should be separated by a partition, but merely indicates the area given over to various uses.

The bin should be close to an outside driveway, and naturally should be as close as possible to the firebox, stoker hopper, or fuel feed pipe. If an ash hoist is not included, there should be an outside grade entry.

When toilets and shower bath stalls are included in the basement, effective backwater valves should be built into the soil pipe from the fixtures. Otherwise return pressure from the main sewer might flood the basement. Rooms for baths and toilets should have adequate light, and windows for effective ventilation. A vent duct might be used, but only as a last resort. Careful planning will eliminate such makeshifts.

The laundry layout should be planned so that work can be routed efficiently. Soiled clothes are brought to



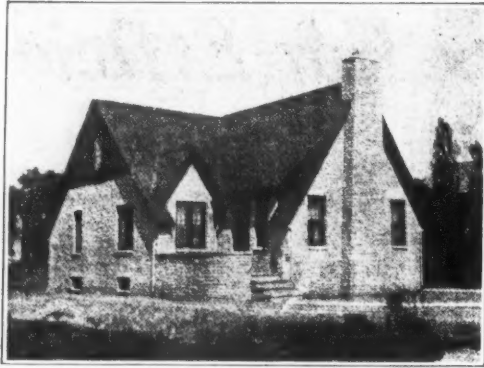
THIS detailed diagram shows the various factors that should be considered in planning arrangement of heating equipment. By preparing diagrams of this kind, mistakes will be avoided and more satisfactory and practical layouts will be made.

the laundry by chutes, or in baskets. They are sorted, rinsed, washed, dried, and ironed. In speculative houses some leeway should be allowed for personal preferences of the housewife who may want the washer in one position in relation to trays, or may prefer light from the left when ironing. In some cases clothes may be washed, dried, and ironed in different parts of the laundry at once. In the usual small house, however, some time may elapse between washing and ironing.

A new home laundry machine, now being placed on the market, will be of interest to contractor-builders and others erecting houses in which space may be at a premium. Aside from the fact that the new machine is entirely automatic, the saving of space it effects is commendable. It is rectangular, about three feet wide, four feet high, and two feet deep. It can be built-in, or left movable. The device performs the complete laundry process from the time soiled clothes are inserted until they are removed, line dry.

Nine pounds of soiled, dry clothes are placed in the machine. Soap powder is poured into a port in the top, and the power is turned on. Clothes are automatically rinsed, washed in suds, then the machine empties itself, two rinsing waters are run through under pressure, and the clothes are whirled dry. The machine eliminates laundry trays and drying racks. It is small enough to be used in a kitchen of ordinary size, in a utility room, or in a basement. Plumbing connections may be permanent, or temporary, by using flexible hose. The machine drains under pressure, and will raise drain water ten feet above the floor level if desired.

# What is the TRUTH About Building Costs? More House for Your Money TODAY!



A "High-Value" Modern Home Recently Built in Aurora  
This attractive home at 217 Lonsdale avenue, the residence of Arthur B. Hendricks, an editor of the Chicago Daily News is completely modern. A home similar to this, can be built at an estimated cost of \$7,000.

**COMPARE THE HOME OF 12 YEARS AGO** with a well-planned home built today. There is nearly as much difference between the 1937 home and that of the 1926-1927 house as there is between the new model automobiles and those you drove a dozen years ago! Take a look at the popular priced homes built in Aurora then. They were an advance over previous years, but pretty expensive and poorly equipped in comparison with the high standards of 1937.

COMPARATIVE BUILDING COSTS				
<small>From all authoritative sources, figures indicate that building costs today are considerably UNDER those of a dozen years ago, and home values as measured by "finishes" are much higher! Note these figures:</small>				
Year	Cost per Square Foot of Floor Area (F. W. Dodge Statistics)		Cost per Cubic Foot of Volume (Insullite Survey Figures)	
	In Dollars	Percent of 1926-1927 Average	In Dollars	Percent of 1926-1927 Average
1926	\$5.13	101	\$4.40	100
1927	5.20	103	.40	100
1928	4.97	98	.40	100
1929	4.94	98	.40	100
1930	4.77	94	.395	99
1931	4.28	85	.335	84
1932	3.82	76	.295	74
1933	3.47	69	.25	63
1934	3.65	72	.305	76
1935	3.60	71	.27	68
1936	3.53	70	.285	74
1937	3.72	74	.32	80

## WHAT ABOUT FINANCING COSTS?

Today's amortized, single mortgage financing methods are convenient, simple, systematic, economical. THE 1926-29 HOMES were burdened with an oppressive load of initial and continuing financing costs—second and third mortgages, land contracts, bonuses, renewals. **TODAY'S FINANCING METHODS COST 85% LESS**

## Note the Many Features Built Into the House of Today, That a Home of 1926 Lacked—

THE HIGH VALUE house of 1937 is scientifically planned, and packed with improved labor-saving, comfort-giving features and equipment. Even though such items as air conditioning, insulation, step-saving kitchen, streamlined bathrooms, have been added, its total cost is still less than 1926. And maintenance cost has practically been cut in two.

**BUILDERS ARE MORE EFFICIENT TODAY**—use modern power equipment—employ good architects—waste less floor space—figure a smaller overhead and profit.

**INSULATION**—walls and ceilings thoroughly insulated with improved, scientifically developed products — weather-tight construction — greater use of heavy building paper—tight factory-built windows—weatherstripping.

**TODAY'S HIGH VALUES INCLUDE:** HEATING—automatic, highly efficient, healthful, attractive — air conditioning — concealed radiation. KITCHENS — pleasing — sanitary — efficient — cabinets to save steps and work — laid out and built scientifically.

**PLUMBING** — COPPER AND BRASS PIPE — beautifully styled fixtures — two and three bathrooms.



ENGLISH



PENNA. COLONIAL



MODERN



VIRGINIA COLONIAL



GEORGIAN

**Alexander-Carr Lumber Co.**  
Lumber, Millwork, Roofing and Insulating Materials  
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**John H. Armbruster & Co.**  
BUILDING MATERIALS  
723 South La Salle St. Dial 2-2908

**George Bushman**  
SHEET METAL—AIR CONDITIONING—WARM AIR HEATING  
63 S. La Salle Street Phone 4567

**H. D. Conkey & Company**  
WASHED SAND AND GRAVEL  
North Aurora, Illinois Dial 2-1616

INVEST YOUR MONEY IN A HOME—WE'LL HELP YOU  
**Home Building and Loan**  
ASSOCIATION OF AURORA

**The Merchants National Bank**  
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First Mortgage Home Loans

**N. J. Lareau & Co.**  
Real Estate—Office in Aurora National Bank Bldg.  
DESIGNERS AND BUILDERS OF "FIVE HOMES FOR LESS"  
Homes recently completed at 1746 Oakwood Ave. and 511 Sunset Ave.

**Thorpe-Mylius Realty Company**  
REAL ESTATE AND INSURANCE  
16 Downer Place • Dial 8468 • Aurora, Ill.

**48 Home Insulations**  
Insulate Your Home, Office or Factory for Heating Economy  
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FINEST MILL WORK FOR OLD OR NEW HOMES  
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The Hendricks Home Is Modern! House Heating—Water Heat—Cooking—Refrigeration—All by the modern fuel—GAS!

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COTSWOLD



REGENCY



MASS. COLONIAL



ENGLISH COTTAGE



CAPE COD



REGENCY



TUDOR

A GOOD EXAMPLE of the way local building industry firms and organizations are picking up the "American Builder" October Issue theme of More-House-for-the-Money-Today and are carrying it to the public. This strong and convincing full page announcement appeared in the Aurora (Illinois) Beacon-News of Oct. 17.

# October "Price and Value" Issue Enthusiastically Received

**Letters from Building Industry Men, Journalists and Civic Leaders Show Turn of Public Sentiment Away from False Price-Thinking and Toward Better Recognition of Present Home Building Values**

## Thank You, Don

Lebanon, Ky.

To the Editor:

I feel that I would not be filling the duties of my present office if I did not let you know what a wonderful job I think you and your associates did in putting out your latest *American Builder*.

This should be of untold value to the lumber industry, and I noted with interest the wide circulation that you are giving it.

If there is anything that I can do through our Association to render you any assistance in this, I wish that you would call upon me.

NATIONAL RETAIL LUMBER DEALERS ASSOCIATION,

By Don Campbell, Pres.

## Des Moines to Launch Campaign

Des Moines, Iowa.

To the Editor:

Please accept our thanks for the October issue of the *American Builder*. The story which you are telling in this issue is startling and I believe has some great possibilities for a campaign to sell the public on more home building.

We are doing a little better in Des Moines this year. During the first nine months of this year permits were issued for 270 new houses in Des Moines valued at \$1,075,991.00. This is the largest number of permits issued for houses in any year since 1929.

I hope we can work out a campaign.

DES MOINES CHAMBER OF COMMERCE,  
By John D. Adams, General Secretary.

## Texas Pledges Co-operation

Houston, Texas.

To the Editor:

Your campaign to tell "The Truth About Building Values" is timely, worthwhile, and should receive the wholehearted co-operation of every retail lumber dealer in the United States.

We here in Texas pledge you our full co-operation. You are doing a marvelous piece of work for the industry and we are indebted to you. If the writer or this Association can serve or be of any assistance to you please command us.

LUMBERMEN'S ASSOCIATION OF TEXAS,  
By C. A. Pickett, Secretary-Manager.

## We Cover All Newspapers Every Month

Lincoln, Nebraska.

To the Editor:

Your movement to correct the false thinking regarding the cost of home building is a commendable move in the right direction; however, it seems to me this information should be put out in such a manner that it will reach the consumer. While it is also very good to get this over to the bankers and other individuals, yet, the consumer ultimately is the man spending the money.

I have a suggestion to offer. We would be very glad to receive some releases on this subject and we would turn them over to the Nebraska Press Association, covering all local papers throughout Nebraska. It seems to me this would be the logical manner in which to handle it throughout the country and I would think the local papers would be glad to carry news items on it.

NEBRASKA LUMBER MERCHANTS ASSOCIATION,

By Phil Runion, Secretary.

## On the Air

Seattle, Washington, U.S.A.

To the Editor:

You certainly are doing great work in *American Builder* in your efforts to change the present trend of "price thinking" in regard to home building. I've taken the liberty of quoting from some of this material, with due credit to *American Builder* in writing radio talks for the use of the departments of agricultural engineering at Oregon State and Washington State colleges. I hope that the Association study, when completed, will be of real value as an addition to the splendid material on this subject that you are publishing.

WEST COAST LUMBERMEN'S ASSOCIATION,  
By James Stevens, Information Department.

## False Belief As Bad As Reality

Kansas City, Missouri.

To the Editor:

Undoubtedly, there is an impression current that lumber and building materials are "too high." I believe that only a campaign of education can overcome this. Certainly your publication is entitled to large credit for the constructive task you have assumed.

With every logical reason for building new homes, it is most unfortunate that we have suffered this set-back. For the average man to believe that construction costs have been heavily increased is almost as bad as for it to be really true. Collective efforts on the part of the industry should go far to dispel the erroneous concept.

THE SOUTHWESTERN LUMBERMEN'S ASSOCIATION,

By E. E. Woods, Secretary-Manager.

## Wage and Price Adjustments Proper

New York, N.Y.

To the Editor:

I think your movement to correct the false impression which is in the minds of the majority with reference to the present cost of homes, is an excellent service which you are performing on behalf of all supply house dealers. Quite true there have been and rightly so, increases in all wage scales and also certain building material commodities but as far as I can determine even this does not account for any material difference in the cost of homes today compared with that to some years back. An educational campaign such as you are now carrying on is the only system that I know of that will correct this false impression in the minds of those who may be planning on buying or building a home of their own.

Rest assured that as far as our organization is concerned, we will do everything we can to back you up in this excellent movement on your part.

NEW YORK LUMBER TRADE ASSOCIATION, INC.,

By F. W. Ritter, Secretary-Manager.

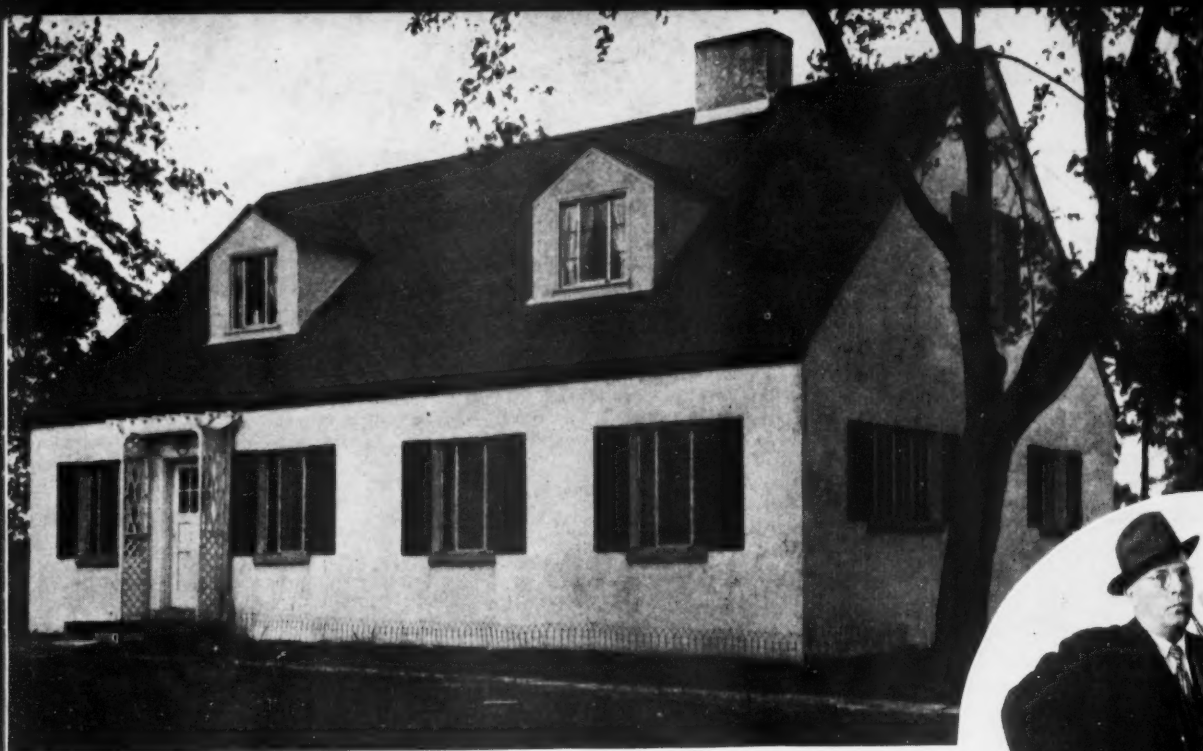
## Florida Dealers Combat "False Price-Thinking"

Orlando, Florida.

To the Editor:

The suggestions outlined in your letter, together with enclosures, prove a very interesting narrative suggesting a movement to correct  
(Continued to page 104)





LEFT: House in East Troy, Wis., built of monolithic concrete placed with hollow double wall form system.

BELOW: Peter L. Johnson, builder of this house and designer of special form which he is seen holding to demonstrate one-man handling.

## How to Build Concrete Hollow Double Walls

OF THE various types of monolithic concrete walls being built in residences, the hollow double wall offers certain advantages which are preferred by many builders and home owners. To build hollow double walls a number of different kinds of sliding forms have been developed and used over the country, forms for which ease of handling and low cost of construction have been claimed.

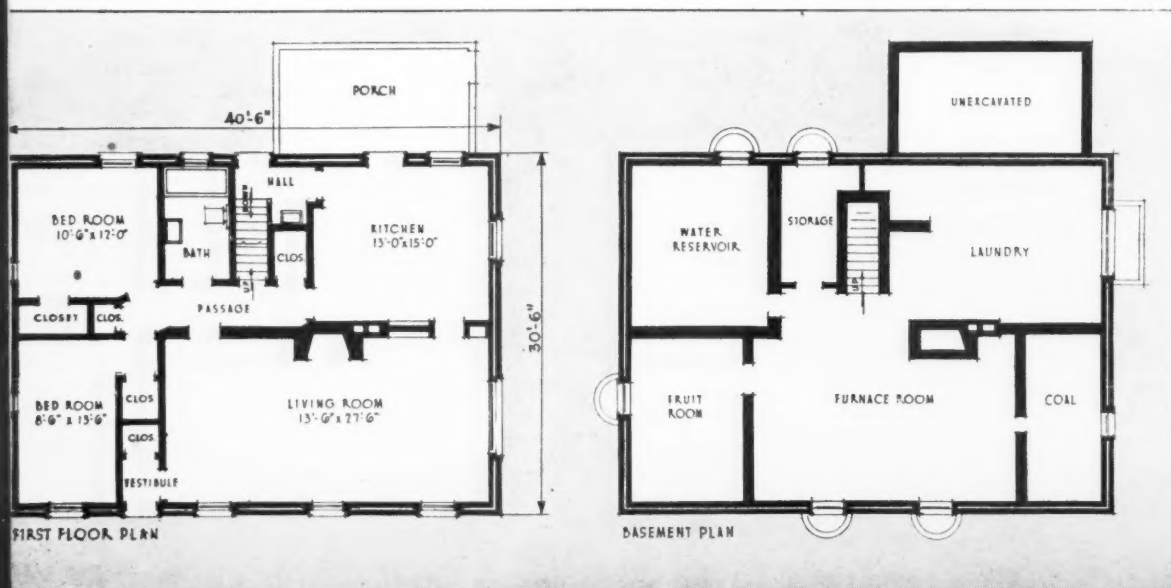
The 5-room house shown above and located in East Troy, Wis., was built with such a system by Peter L. Johnson, designer of hollow wall forms. (Mr. Johnson is seen in circle holding one of the forms.) The exterior of the reinforced hollow walls has been painted white; a wood roof and floors were used, the latter laid on steel joists. Partitions were of the same construction as the walls. The construction cost is reported as below \$5,000; Architect Trander H. Johnson designed the house.

The sliding metal form was first presented some 25 years ago and now revived and patented, after several

improvements, by a Wisconsin firm. A complete set of these metal forms, sufficient for building walls for structures of average size where one crew of three or more men is contemplated, include a corner form, a straight wall form 4 feet in length, and a short unit for forming shorter wall sections such as between openings. Each of the units is 10 inches high placing a course to a height of 9 inches. Simple adjustments on the forms make it possible to build double walls of thicknesses varying from  $3\frac{1}{2}$  to 6 inches, with an air space of  $2\frac{1}{2}$  inches. The cores are removable so that solid walls can be placed in courses 9 inches high.

Constructed of sheet iron and reinforced with steel angle bars, the 4-foot forms can be lifted and handled easily by one man.

The procedure for erecting the hollow double wall is comparatively simple. Usually placement is started at a corner. After the forms are adjusted to the desired wall thickness, the corner form is set in place and lined up as shown in step 1 (top view on opposite page). Then



LEFT: Floor plans of above house indicate size of this structure which was built of poured concrete at a cost below \$5,000.

RIGHT: Section of finished wall shows minimum of course joints; wall is hollow at corner.

the long forms are put in place, lined up and tied to the corner form with pins as shown in step 4.

Of course concrete mixes required for a specific situation will vary; however, a few general principles can be observed. The mix should be fairly dry so when the form is lifted, the concrete will not slump. Proper water content can be determined roughly by pressing some of the concrete into a ball with the hands. The ball should leave the hands moist but not wet or sticky. On one job in which a 1:2½:4 mix was used with a maximum sized aggregate of ¾ inches, 5¼ to 5¾ gallons of mixing water produced satisfactory results.

As the mix is placed in the forms, it should be thoroughly tamped so it is well compacted and all chance of honeycombing is eliminated; see step 2. When concrete is properly placed, the form is ready for removal. The top turnbuckle at each end of the forms must be given a full turn to release the form thus permitting it to be lifted straight up. Before the form is again set in place, the turnbuckles should be turned back.

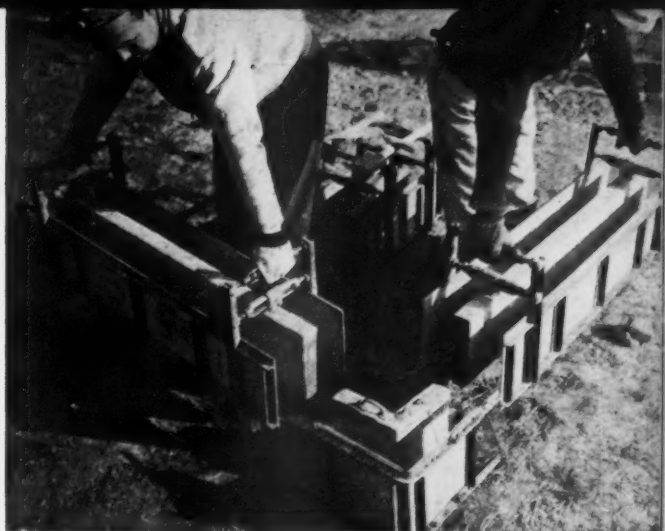
For an average wall having two 4-inch walls it is recommended that ¼-inch bars be placed across the wall every 15 inches. It is best to turn up the ends of these cross ties so they hook around the horizontal bars as shown in step 3. A ¼-inch horizontal bar should be placed on both the outer and inner wall at each course as shown in step 3. The next course can then be placed in the same manner. The cross ties will serve to support the forms.

When the heights of the window and door openings are reached, frames should be set and plumbed. The small form, in which the core is 2 inches shorter than the outer walls, can then be butted against the frame and concrete placed. This provides a solid wall section adjacent to the frame.

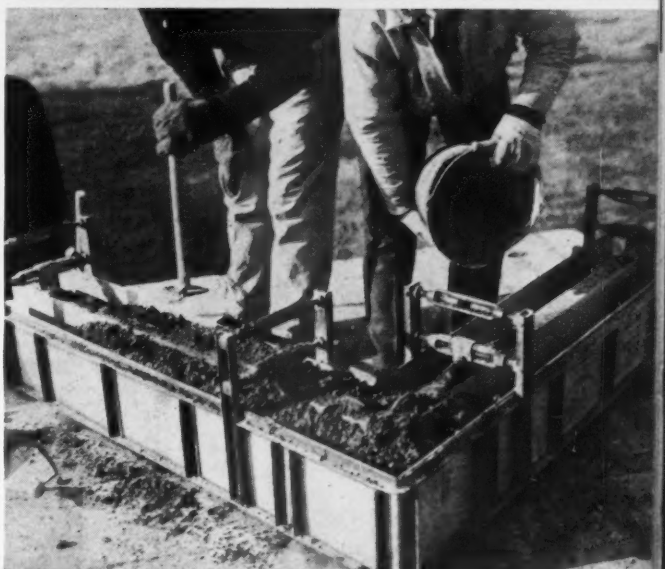
To reinforce lintels over an opening having a span of 4 feet or under, place two ½-inch bars in the inner wall and one ½-inch bar in the outer wall about 2 inches above the opening. For spans of 4 to 6 feet, use ⅝-inch instead of ½-inch bars. Lintel reinforcement should extend 15 inches beyond both sides of openings. Under window openings ⅜-inch bars should be placed.

It has been found by builders that four or five courses can be placed in one day. The manufacturer reports that experience from several jobs has shown labor costs ranging from 12 to 18 cents per square foot of wall, although some contractors have found labor costs to be as low as 11 cents per square foot using average labor.

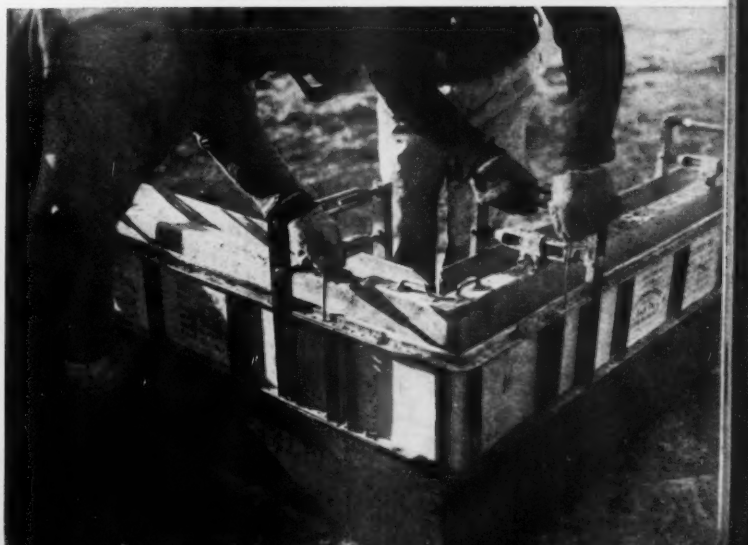
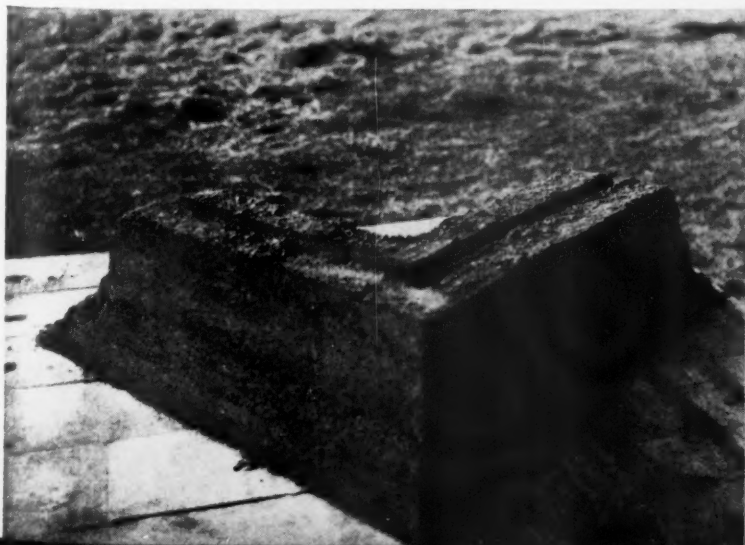
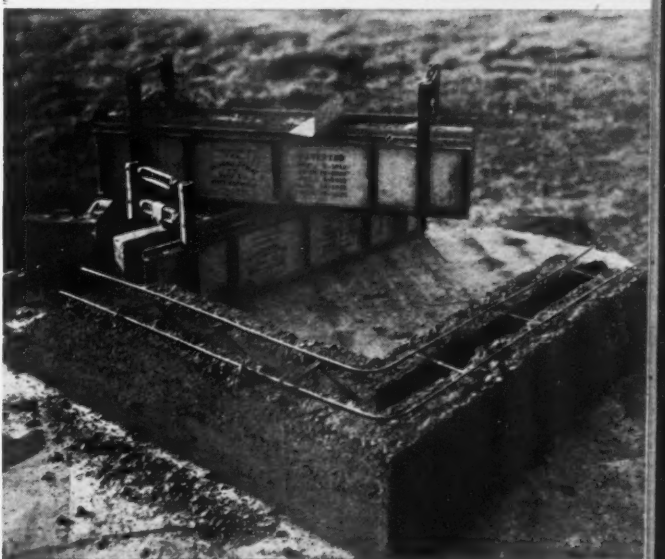
**STEP 1.** Starting at a corner, forms adjusted to proper thickness are set in place and lined up.



**STEP 2.** The mix is thoroughly tamped and form is ready for removal after concrete is properly placed.

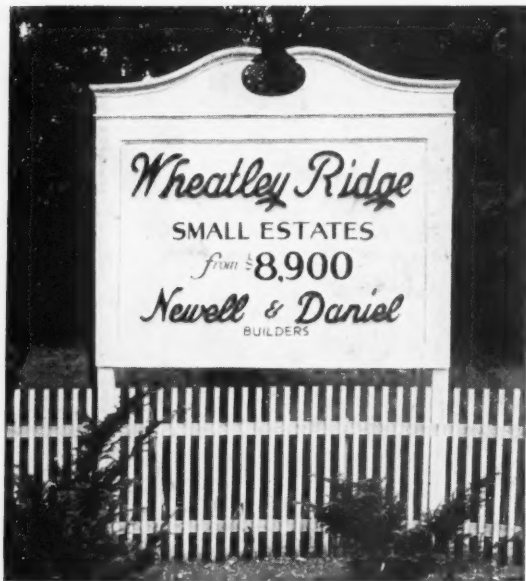


**STEPS 3 and 4** (below at right). Cross ties and horizontal reinforcement are laid and forms set for second course. Pins lock forms together.





LIKE A PICTURE, this Wheatley Ridge home fits into its natural setting. All trees and shrubs were saved as seen.



EVEN THE SIGNS are landscaped

## SOLD OUT!

Colony of 58 One-Fourth Acre "Colonial Estates" Proves Outstanding Success. Builders Credit Natural Setting, Simple Colonial Architecture, Winding Roads.

By JULE ROBERT VON STERNBERG,  
Architect

**E**ARLY in October the firm of Newell & Daniel published the following unique advertisement: "Our colony of small Colonial Estates at Wheatley Ridge is completely sold out. Our new community in Flower Hill will be announced shortly."

Short and to the point, this announcement marked the conclusion of a most successful building project—the Wheatley Ridge community of small country estates at East Williston, N. Y., created by Leroy Newell and Porter Daniel. This group of fifty-eight houses on what was formerly Will Rogers' summer estate is one of the best designed and oriented developments in the East. Designed for white collar people, the houses are in a medium price range of from \$8,500 to \$14,900, and are outstanding because of their well laid out quarter-acre lots.

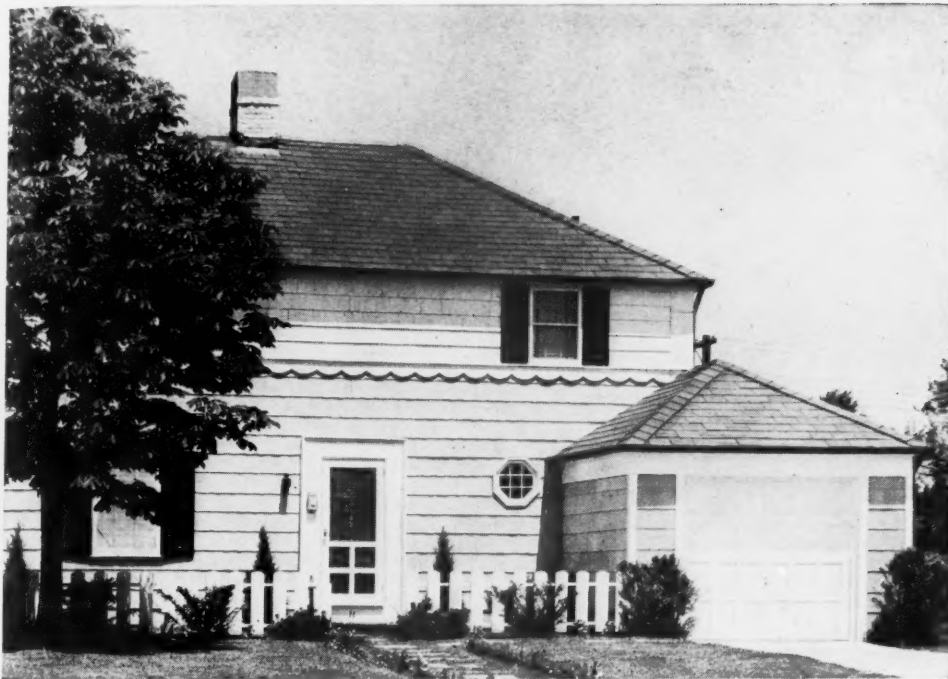
The property is situated in rolling, residential country flanked on two sides by a country club and on the others by homes and a smart Long Island school. It is

only four blocks from the railroad station and thirty-five minutes from New York's Penn station, yet its quiet location away from commercial traffic assures it a peaceful, unharried atmosphere.

Newell and Daniel have taken full advantage of such a set up. Their plot plan indicates the care that was used in orienting the houses and in determining a winding, countryfied bluestone road to serve the development. It is in remarkably good taste, but this effect was created not by unloading a lot of flashy details.

Wherever possible, the old Linden trees and rolling topography of the original estate have been retained, and the houses laid out to take fullest advantage of the sun, the slope and prevailing winds. The casual placing of houses gives a fine informal appearance to the development. This has been accented by the use of contrasting textures in individual houses and in adjoining houses and by the use of picket fences and unusual colors of shutters and front doors.





PICKET FENCE, octagonal windows and scalloped string moulding are typical details that establish a charming Colonial atmosphere.

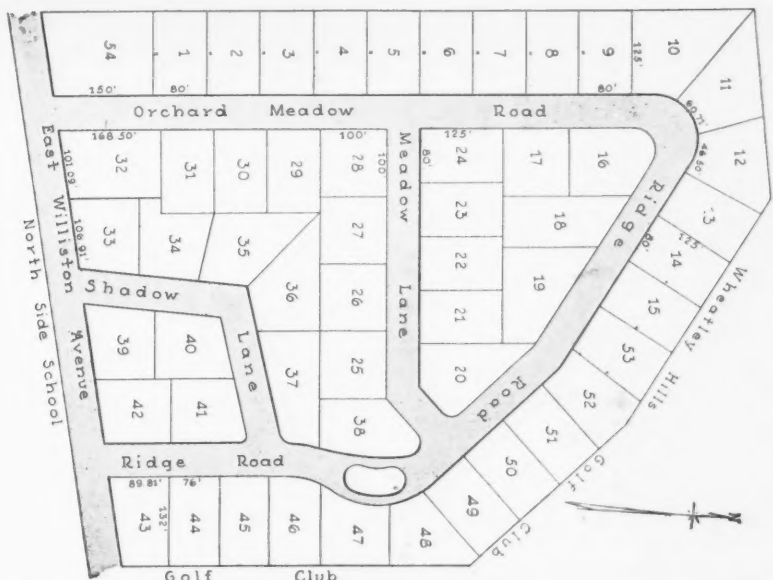
According to Newell and Daniel, the white house remains the American standard. Its plainness, however, requires color accents for contrast and relief. Their choice of unusual colors is immediately noticed by the layman when driving through the development. Gray coral, light French blue, red-copper, antique green and blackboard gray are used for shutters and doors, and lend a style note that is different from the usual bright vermilion, blue or shutter green colors that are more commonly used.

Another exterior attraction is the use of round or octagonal windows to light closets and lavatories. These small lights with their interesting shapes distinguish the street fronts and make the houses appear larger by increasing their scale. Almost all of them are broadened by the introduction of horizontal moldings or string cornices, one-story eaves, or two-story porticos which emphasize their horizontality. A constant effort has been made to make the houses appear close to the ground and wide and rambling. The picket fences, island flags of bluestone in the lawns, and high grade lines are cottage accessories that appeal to all types of people, most of whom still associate "home" with a rose-covered cottage.

A variety of materials have been used on the exteriors. Wood and composition shingles, common brick, wood siding and stucco have been combined in many interesting ways. Combinations of materials and colors on one wall lend interest to it and compensate for a simple, unbroken plan and

(Continued to page 100)

**"Country Like" Atmosphere Maintained by Varying Placement of Houses on Winding Streets, with Generous Landscaping. (Interior Views Shown on Pages 70 and 71)**



LIKE A COUNTRY LANE, the bluestone road winds between large lots, purposely irregular, with houses spaced in a casual fashion to give an informal air. Advertisements stress this.

### 1/4-Acre Colonial Estates \$8900 up

at  
**Wheatley Ridge**



NEWELL & DANIEL  
ORCHARD MEADOW ROAD & HILLSIDE AVE.  
EAST WILLISTON (Adj. Old Westbury), L. I.

Responsible families are invited to inquire about our new finance plan with lower down payment.

Northern State Parkway to end; left to Hillside Ave. and left to property. Or LIRR (15 minutes express service) to East Williston Station, walk 4 blocks east.



KNOTTY PINE LIVING ROOM TREATMENT is typically American, and the long ledge appeals to the woman buyer who will use it for candlesticks, clocks and gadgets. The architectural detailing is skillful and appealing.



## WHEATLEY RIDGE INTERIORS

THE SKILL OF PORTER O. DANIEL, architect and member of the firm of Newell & Daniel, developers of Wheatley Ridge in East Williston, N. Y., is shown in the interiors of the homes. Carefully detailed fireplaces and built-in bookshelves of knotty pine are frequently used. The Colonial trim is simple, yet very attractive. Frequent features are decorative dados and mouldings, as illustrated in the dining room at left and living room above.

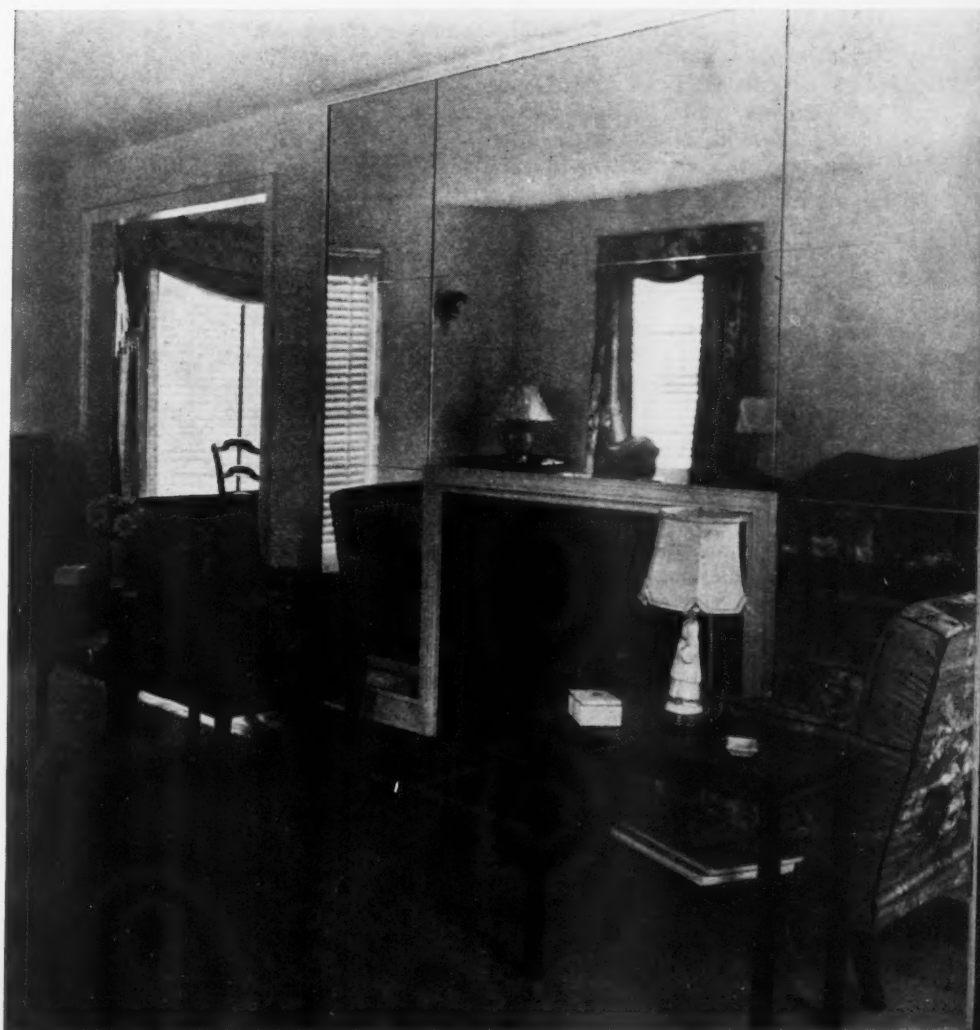
EACH HOUSE IS SPECIALLY DESIGNED for its site to provide the best exposure to sun and view. The windows are large and well placed so that they serve the purpose of view and sun and allow good furniture arrangement. The Newell & Daniel houses are finished to the last detail, and the selections of wall-papers, colors and fixtures are done with great care and skill.





EARLY COLONIAL DINING ROOM, thoughtfully planned. The large window flanked by flat-backed niches is directly on center with the wide arch. The maple dado and cornice add a careful "custom touch".

THE MIRRORED WALL behind fireplace is smart and adds spaciousness to the living room. Walls are of a light, cheerful tint on plaster applied over Celotex plaster-board lath. The use of built-in details such as dining room cabinets, cleverly placed bookshelves and occasional pine paneling add much to the appeal. A restrained, dignified and simple Colonial atmosphere is maintained throughout the Wheatley Ridge houses.





# What! No Basement?

The idea shocked conservative New Englanders, but new type insulation and air conditioning made it practical and economical—and gives more house for the money. Costs only \$5 a month to heat.



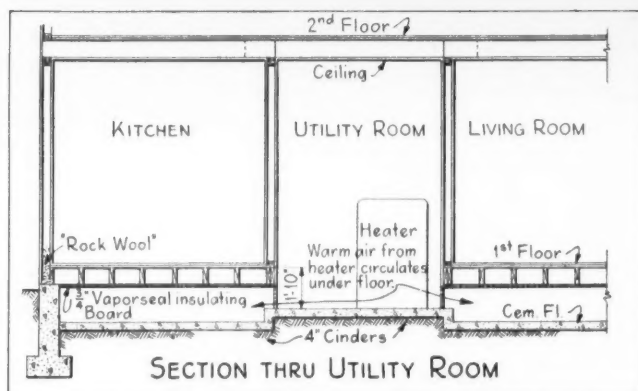
THE basementless home controversy which has been raging in *American Builder* for, lo, these many months has a vigorous new entrant from—of all places, New England. There we find architect Robert L. Stevenson, a well-known small house expert who says that cellarless houses are not only cheaper to build, but less expensive to heat and more convenient. He has proved this “more house for the money” idea to his own satisfaction in the construction of several houses of this type, one of which is here illustrated.

Two floor plan arrangements of approximately the same exterior design have been built by MacDonald Brothers, Medford, Mass., builders. As indicated in the plans opposite, these have a utility room that contains the heating plant, laundry tubs, hot water heater, storage closet and, in one of the houses, a toilet. The floors are insulated with a  $\frac{3}{4}$ " layer of Celotex “Vaporseal.” The heating unit consists of a Superflex warm air conditioner set at the ground level and provision is made for the circulation of warm air under the first floor.

“Many of the early Colonial homes were built without cellars,” declares architect Stevenson. “Only a small space was excavated for a vegetable cellar. Our modern methods of heating and insulating were, of course, unknown to the early builders.

“In the cellarless house today there is a saving not only on the construction and the heating and plumbing installation, but also on the fuel bills. This results from the short runs from a centrally located heater, and from the fact there is no basement to heat. The house illustrated cost only \$5 per month to heat last year.

“A method of building these homes so as to prevent cold floors must be met. This is accomplished by insulation and by planning the utility room so as to provide warm air from the heater room to circulate in the air



DETAIL OF BASEMENTLESS floor construction and utility room showing use of  $\frac{3}{4}$ " insulation board and air circulating space under first floor.

chamber under the first floor as in drawing above.

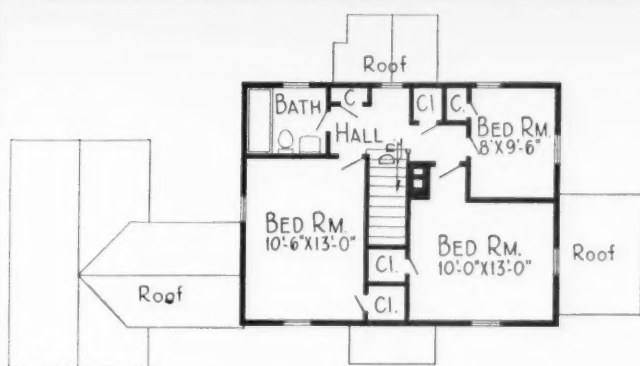
“The cellarless houses which were developed a few years ago were not popular in New England due, perhaps, to their inability to lend themselves to the conventional type of steam and hot water heating and the lack of proper insulation material to prevent cold first floors. Furthermore, hot air furnaces were not in favor a few years back due to dust and dirt from this type of equipment. Today with modern equipment, a blower and filter, the once frowned upon furnace has become a most popular form of small house heating.

“With new methods of heating and insulating our homes, I believe that the house of the future for the man with moderate income will be without a cellar. Economy of construction and low fuel costs are the essence of this type of house.”



286  
116  
159

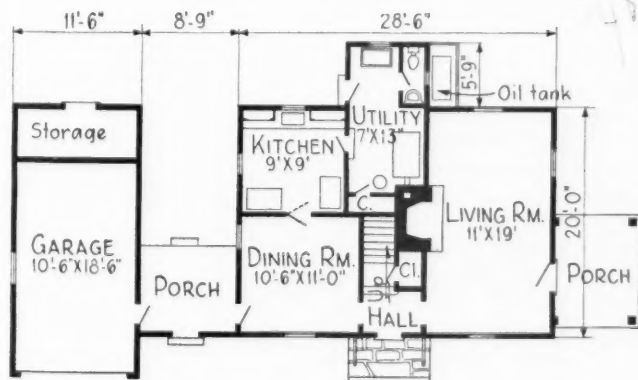
ATTRACTIVE low-cost New England home without basement designed by Architect Robert L. Stevenson of Boston and built by MacDonald Brothers of Medford.



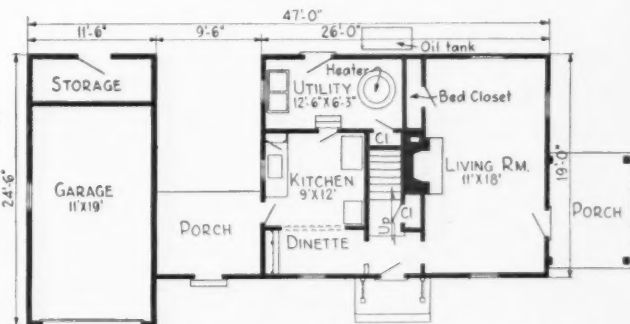
SECOND FLOOR PLAN



SECOND FLOOR PLAN



FIRST FLOOR PLAN



FIRST FLOOR PLAN

TWO VARIATIONS of floor plans for approximately the same exterior "economy home" illustrated above designed by Architect Robert Louis Stevenson and featuring a utility room which houses heating plant and laundry. Cost Key is (lefthand plan) 1.740—180—(618)—(30)—26—16; (above plan) 1.641—166—(494)—(25)—24—14.

# SHOPCRAFTER'S Corner

## Things To Build for Profit or Pleasure

### Modern Table Lamp

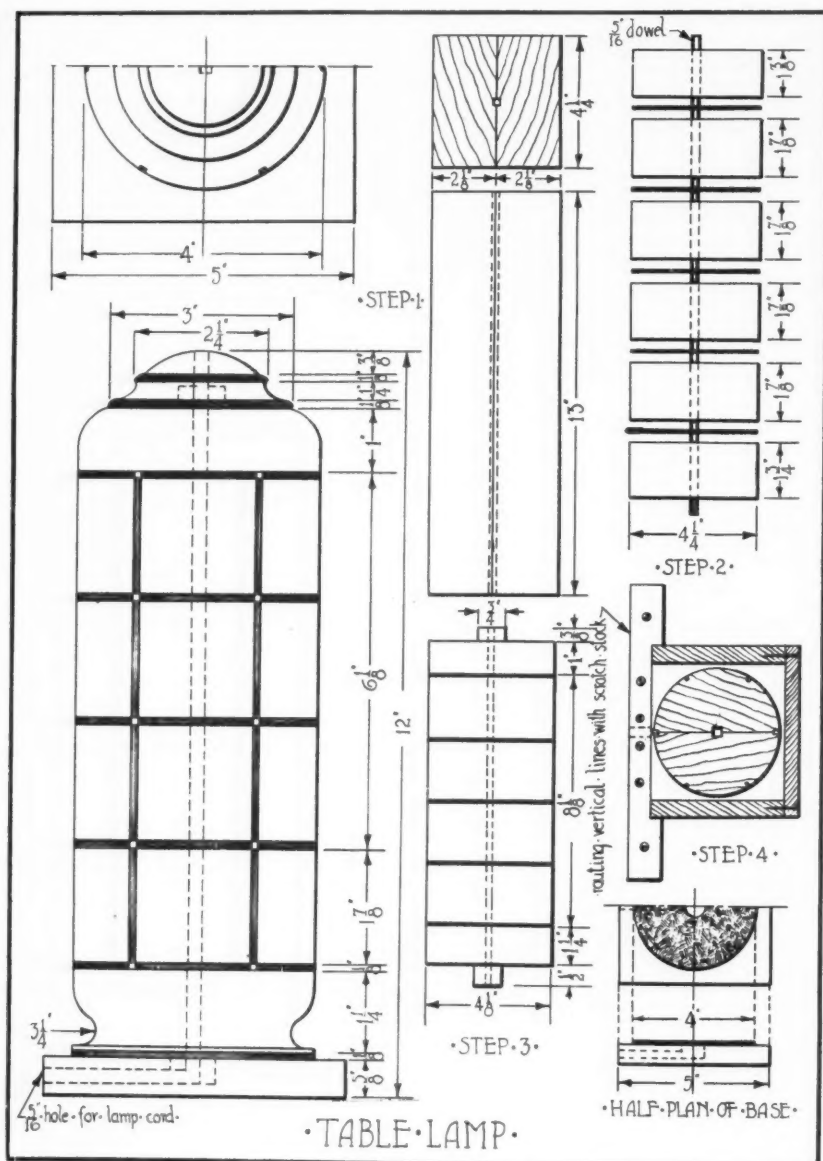
THE unusual, modern table lamp shown at the right is made of two kinds of wood contrasting in color, as for example maple and walnut or imitation ebony. Begin by squaring up two pieces of wood to  $2\frac{1}{8}" \times 4\frac{1}{4}" \times 13"$  long. A slot is cut in the center of each, forming a hole for the wire about  $\frac{5}{16}"$  square. The two pieces are then glued as shown in step 1 and afterwards sawed into smaller smooth and square parts of appropriate length as shown in step 2.

The  $\frac{1}{8}"$  stock for the bands are now sawed  $4\frac{1}{4}"$  square, and a  $\frac{5}{16}"$  hole bored in the center of each. When gluing the pieces together they are held in position with a  $\frac{5}{16}"$  dowel as shown in step 2. As soon as the clamps are applied, however, the dowel is driven out as it otherwise might become glued firmly in the hole.

When dry, the sharp edges are planed off the block, after which it is turned in the lathe to a diameter of  $4\frac{1}{8}"$  as shown in step 3. The cylinder is now mounted in a box, shown in section in step 4, and the vertical lines routed out with a scratch stock. The grooves should be a full  $\frac{1}{8}"$  deep and line inlay,  $\frac{1}{8}"$  square, should be glued into them. The top and the base of the lamp are turned separately. The base is faced off and the  $\frac{1}{8}"$  piece of dark wood glued to it. This is turned to  $4\frac{1}{8}"$  in diameter, after which the  $\frac{3}{4}"$  hole is turned for the tenon on the cylinder.

The lamp is best glued and clamped in the lathe. Apply the glue to all parts and draw a piece of strong twine through the side of the base and up through the cylinder, so that the lamp cord can be pulled through when the glue has dried.

The turned part of the lamp may be French polished while it is in the lathe by mixing equal parts of white shellac and boiled linseed oil. A two-light fixture, wiring and shade of proper size complete the lamp.



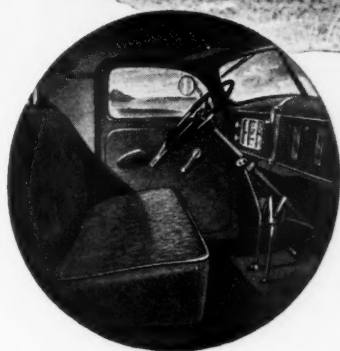
#### BILL OF MATERIAL

Pcs.	Description	Thick	Wide	Long
2	Columns	$2\frac{1}{8}"$	$4\frac{1}{4}"$	13"
	(Light wood)			
1	Column	$\frac{1}{8}"$	$4\frac{1}{4}"$	36"
	(Dark wood)			
1	Base	$\frac{5}{8}"$	5"	5"
1	Top	1"	$3\frac{1}{4}"$	$3\frac{1}{4}"$
1	Line inlay	$\frac{1}{8}"$	$\frac{1}{8}"$	50"

THIS DESIGN with directions was reproduced from more complete details furnished by Casein Co. of America, Inc., 350 Madison Ave., New York City. It is one of the 24 plans offered to Casco users in the Casein Free Project service.



# THE *New* INTERNATIONAL PICK-UP TRUCKS IN 3 SIZES



**The ALL-STEEL CAB** is a feature in every new International. The one-piece top, the sides, the back and cowl panels are welded into the complete cab frame. Rubber mountings wherever cushioning is needed. This is the roomy, well-appointed de luxe cab.

● In the new International Truck line special attention has been given the popular pick-up type of truck—from the standpoint of appearance as well as all-around utility. The men who design and build and test them took all the time that this kind of a job requires and put into these new Internationals all the experience that Harvester has gathered in more than thirty years of truck manufacture.

Pick-Up bodies are available in 76, 88, and 102-inch (inside body) lengths for use on International chassis in 113, 125, and 130-inch wheelbases. These durable all-steel bodies meet every need in pick-up truck work, offering practical and attractive design. The roomy all-steel cab is designed and equipped for maximum comfort, convenience, and safety under all operating conditions.

It is that way throughout the entire International Truck line. No matter what the load, there is always an International built to fit the job exactly. There are 26 models to choose from, and capacities ranging from Half-Ton to heavy-duty Six-Wheelers. Write for a catalog, or call on the nearest International Truck dealer or Company-owned branch and see the new trucks.

**INTERNATIONAL HARVESTER COMPANY**  
180 No. Michigan Ave. (INCORPORATED) Chicago, Illinois

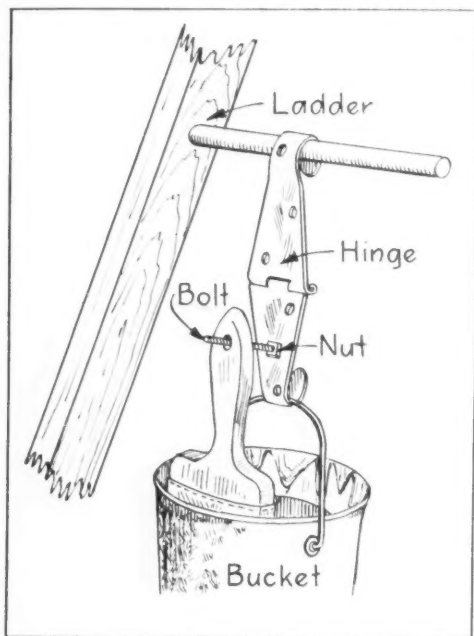
# INTERNATIONAL TRUCKS

# PRACTICAL JOB POINTERS

**A READERS' EXCHANGE of tested ideas and methods, taken from their own building experience. Two dollars or a year's subscription to American Builder is paid for each item when published. State business connection or trade.**

### Hinge Holds Paint and Brush on Ladder

A **H**OOK made by bending a large strap hinge to the shape shown makes a handy hook for holding both paint pot and brush. A small rod bolted through one of the holes in the hinge holds the brush in the paint pot. This hook is useful when working on a ladder and using two colors. Brushes cannot fall to the ground and all the drippings fall back into the pot.—M. L. GOLDEN, Crenshaw, Miss.



**STRAP HINGE**  
bent as shown  
makes a handy  
holder for paint  
and brush.

### Preparation of Old Concrete Subfloors Before Laying Linoleum

**W**HENEVER you are to install linoleum over a suspended concrete floor, make certain that the concrete is sound, hard, dry, true, even, and free from scale, foreign deposits, and other surface imperfections. Any expansion score marks or cracks should be repaired with a mixture of portland cement and plaster of Paris, and finished flush with the surface of the floor. Badly worn floors or low places can be leveled with Armstrong's Floor Fill.

A chalky or dusty surface can be swept clean and primed with Armstrong's Wall Size. A single coat of paint that is solid, dry, and well-bonded to the concrete need not be removed. Where there are two or more coats, however, all should be removed with a strong solution of trisodium phosphate (Oakite, Climalene, etc.). All concrete bases should be tested for dampness and the linoleum should not be laid unless the concrete is thoroughly dry.

Concrete floors, even though suspended, must have air circulating under them. In cases where the air is dead, provisions should be made for circulating it.—Armstrong Cork Company, Lancaster, Pennsylvania.

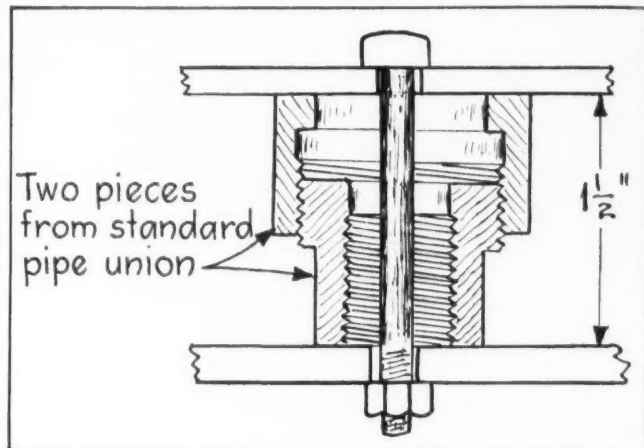
### Useful Pipe Union Kink

**W**HILE hunting around for something with a hole through it that could be used as a shim or block not long ago, I stumbled onto this useful kink.

I was bolting some steel shelving onto a wall and in one place a gap of about 1½ inches had to be maintained rigidly.

An old pipe union was in my odds-and-ends box and I utilized two of its three parts as shown in the accompanying sketch. The threads, you see, give a union the desired adjustable feature with a variation range of about a half of an inch. It served its purpose perfectly. It is substantial, looks good, and is not a temporary makeshift job. Large unions may be used as well as small, depending upon the fixed distance wanted.

Where distance to be held are greater than the length of a union, a nipple and coupling can be used in the same way.—W. F. SCHAPHORST, M.E., Newark, N.J.

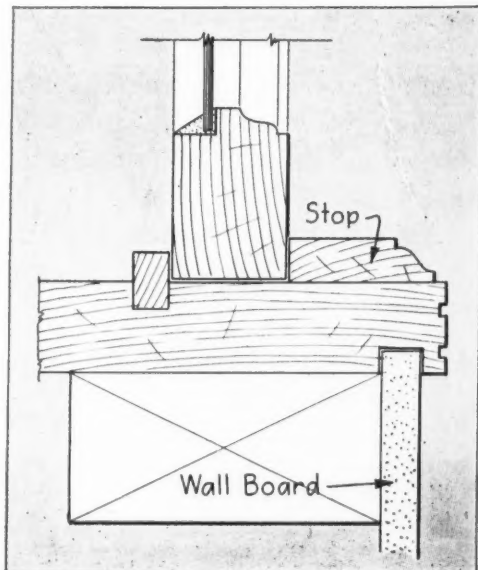


TWO pieces of standard union used as adjustable shim.

### Economy in Simplified Trim

**I**N YOUR June issue is printed a letter from W. H. Kemper in which Mr. Kemper asks information on how to build at small cost. I am sending my little bit of information in a sketch, showing how to finish off without inside trim.

As you will see, I have used ¾" stock for jambs, and by ploughing them as shown, you can use wallboards, Sheetrock, plywood and even plaster, and always have a tight joint. The two cuts shown on edge of jamb are made on a circular saw in one operation by placing two dado saws with a ⅜" filler between the two blades on the arbor, and set it to any depth you want. If done properly it makes a very neat job.—H. P. CHRISTIANSEN, Chatham, N.J.

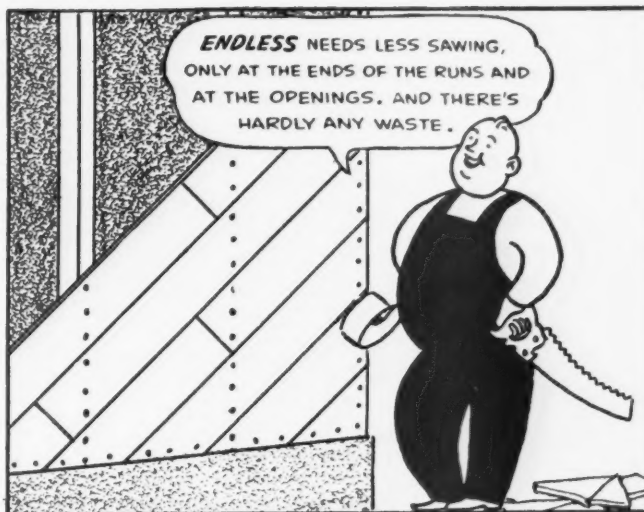
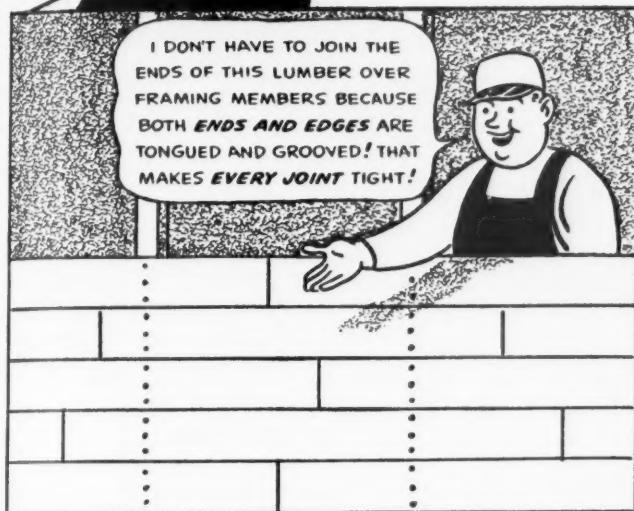


INSIDE trim  
elimination al-  
lows modern  
effect and  
economy.

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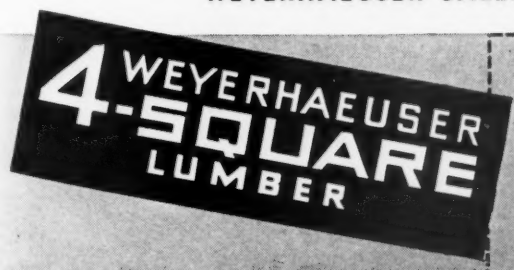


# "I BUILD BETTER, FASTER AND FOR LESS . . . with Weyerhaeuser 4-Square **ENDLESS LUMBER**"



● See your 4-Square Dealer or mail the coupon to Weyerhaeuser for complete information.

WEYERHAEUSER SALES COMPANY, ST. PAUL, MINNESOTA



WEYERHAEUSER SALES COMPANY  
SAINT PAUL, Dept. AB-11, MINNESOTA

Please send me details on 4-SQUARE ENDLESS LUMBER and on other 4-SQUARE products.

Name .....

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State .....



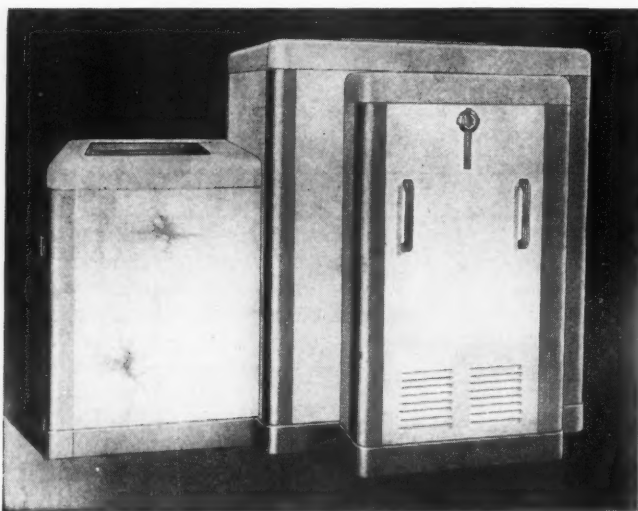
## Heating Equipment and Hardware Specialties Are Among the Month's Important New Products

WITH the new **AIR CONDITIONING COAL MASTER** unit being made by the Round Oak Co., Dowagiac, Mich., warm air is constantly circulated by the conditioner, cleansed by the filters and healthfully humidified by the automatic humidifier. The streamline cabinet finished in three-tone brown enamel is attractive and lends a note to the modernization and arrangement of the basement.

It has been so designed that any practical coal stoker used in conjunction will effect extreme fuel economy. The outer cabinet is available with or without vestibule compartment. The stoker may be installed on either side of the cabinet and likewise the air conditioning assembly.

A patented clinker chute and receptacle permits small clinkers to be removed from the fire where they may be cooled and gases passed off through the furnace without odor in the basement, also assuring greater basement cleanliness.

The high, double outlet combustion chamber and triple baffled radiators of heavy copper alloy are electrically arc-welded giving a large heating surface and long fire travel. Each radiator is provided with a cleanout with gravity type door hinged at top to remove fly ash deposits. Refractory brick lining with ring supports are included as standard equipment.



ROUND OAK air conditioning Coal Master.

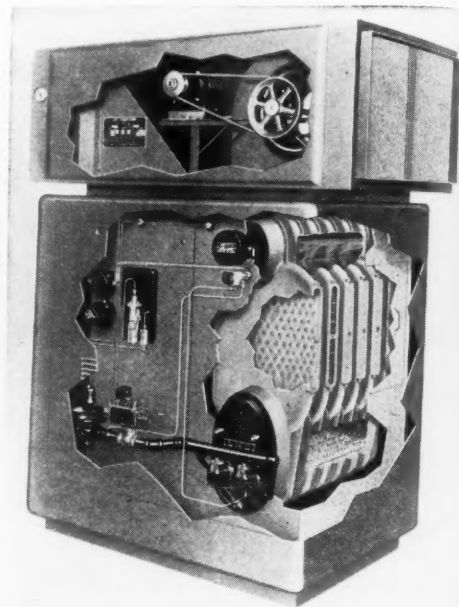
THE NEW **GAS-FIRED AIR CONDITIONER**, Type 2-FE, made by American Gas Products Corp., New York City, heats, humidifies, filters and circulates air. It is designed on an entirely new principle, built from the ground up to be a completely automatic direct-fired winter air conditioning unit, rather than a typical warm air furnace converted to gas and with mechanical features added.

One of the important elements introduced into its design is the "Counter-Flow Principle." The fan unit, mounted on top, blows air down over the heating surfaces in Counter Flow to the upward passage of the products of combustion on the other side of this heating surface.

In designing the cast iron heating sections, the time tested extended pin heating surfaces used on AGP Ideal gas boilers have been used on the inner flue surfaces. These sections are made of cored cast iron and are assembled, in various numbers, into one complete heating unit at the factory. There is a single combustion chamber for all sizes. This makes only one thermostatic pilot necessary and reduces the pilot gas consumption to a minimum.

Safety is provided by the AGP controls, all of which are concealed within the casing. Beauty is given to this conditioner by its simple, modern lines and smooth lustrous baked enamel finish of gun metal grey.

Outstanding features include completely assembled delivery to the job; less floor space required; single combustion chamber for a minimum pilot light gas consumption; highest operating efficiency due to more heat from smaller surface; ease and economy of installation.

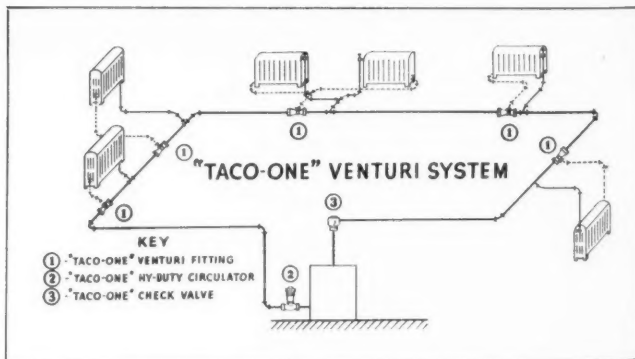


CUTAWAY view of A.G.P. gas-fired conditioner showing fan unit on top.

\* \* \*

THE recently developed "**TACO-ONE**" **VENTURI SYSTEM**, announced by Taco Heaters, Inc., New York City, uses a hundred year old principle to simplify hot water heating by reducing installation cost to a minimum.

Converting pressure into velocity by means of a tapered nozzle, for the purpose of creating suction, and then of converting velocity back into pressure makes possible the design of automatic one pipe hot water systems. Insuring positive circulation to radiators above and below the main, the "Taco-One" Venturi system allows a saving in installation cost. There are no complicated calculations to be made with the system, since up to one thousand feet of radiation can be handled on a single circuit.



NEW ONE PIPE hot water heating system.

\* \* \*

A DEVICE that will **UTILIZE THE WASTE HEAT** going through the smoke pipe to warm water for all domestic purposes, known as the Leidig free stack water pre-heater, is being manufactured by the Excelso Products Corp., Buffalo, N.Y.

(Continued to page 84)

Here is the plumbing and heating piping system that protects the building throughout its life...



**PLUMBING  
HEATING AND  
AIR CONDITIONING •**

● The homes that are being built today do cost somewhat more than those of a few years ago, but, dollar for dollar, there is more comfort, efficiency and convenience for the extra money involved than could be procured in the same sized home a few years ago at the lower price. THE TREND IS DEFINITELY TOWARD QUALITY.

Builders everywhere are finding that installing quality products enables them to make a more satisfactory profit with a much quicker turnover in sales.

STREAMLINE Copper Pipe and Fittings for plumbing, heating and air conditioning is definitely a quality product and one of the most effective sales helps in the disposal of property.

You can confidently install STREAMLINE Copper Pipe knowing that you can truthfully point out to your prospects that they will have a permanently reliable conducting system that assures efficient service from modern kitchen and bathroom fixtures and radiating units, year in and year out.

STREAMLINE Copper Pipe and Fittings are not expensive, even in first cost. This revolutionary and modern STREAMLINE Fitting has made possible a non-rusting, non-clogging system that can be installed at a cost, very little, if any, higher than corrodible materials. There will be no future repair bills—no constant care—no replacements—and, above all, no come-backs or arguments to injure your reputation as a reliable and trustworthy builder.

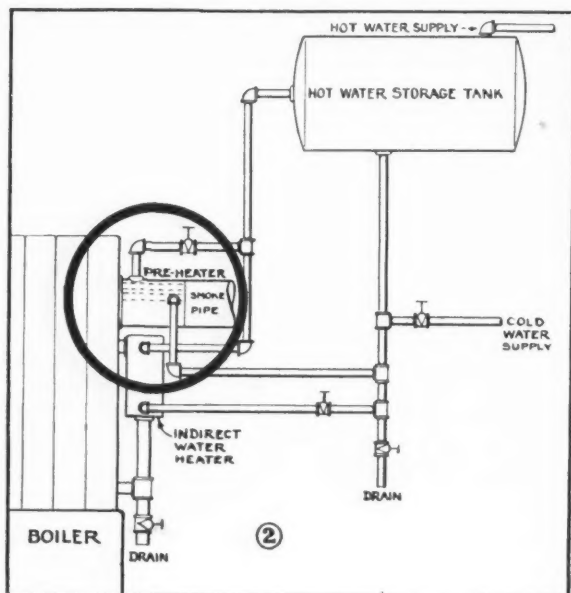
Send for our Home Owners' Book.  
It gives you the complete story.

**STREAMLINE**  
PIPE AND FITTINGS DIVISION  
**MUELLER BRASS CO.**  
PORT HURON, MICHIGAN

(Continued from page 80)

It is placed in the smoke pipe, out of the way, and does not take its heat from the firepot of the boiler or furnace, chilling the fire and interfering with perfect combustion. Designed and built as a stack heater and there easily placed, it adds temperature to the hot water tank, and cuts hot water supply bills anywhere from 50 to 75 per cent. Cross-connected, as illustrated, it is only necessary to raise the domestic hot water supply to high temperatures when necessity demands.

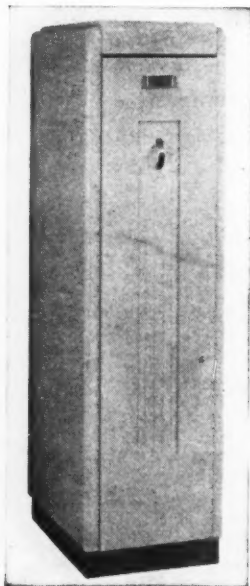
The Leidig free stack water pre-heater is simply constructed, soundly engineered, a trouble-free device of light weight, yet built to last a lifetime. The heater is purchased enclosed in a hood made of 20 gauge metal. This hood slips onto the collar of the furnace with inlet and outlet of the heater ready to connect to domestic hot water supply systems—no moving parts, with no unnecessary construction work to be done by the installer; designed for 8-inch and 9-inch smoke pipes. It is a packaged article, ready for immediate installation.



STACK water heater uses waste heat.

\* \* \*

TO fill the need for a **STORAGE WATER HEATER** of modern appearance to harmonize with other appliances in small homes or apartments, an automatic gas cabinet water heater is now being manufactured by the Ruud Manufacturing Co. of Pittsburgh. The mechanism of this heater is hidden by a modern, smart, white cabinet but is easily accessible by removal of the front panel.



The operation is fully automatic; temperature of the water is controlled by an all-metal positive snap-action thermostat, which turns the gas off completely when the water in the tank has reached the proper temperature. Gas combustion at full efficiency, and consequently at low cost, is thus assured. The thermostat may be adjusted to operate within several temperature limits.

Gas flow is also controlled by an all-metal gas cut-off, which closes both main and pilot gas lines in case of pilot flame failure. The tank is constructed of heavy, smooth-grained galvanized steel, built with a saddle-top to prevent formation of air pockets.

AUTOMATIC cabinet gas water heater.

Heat from the burner is transmitted to the water through a center flue, which is baffled to retard travel of heat. The water is kept hot by an insulating jacket of rock wool, from 1½ to 4 inches thick, extending from top to bottom.

The Ruud cabinet water heater is made with tank capacities of 20 to 30 gallons.

\* \* \*

**THE NEW COMPTON CLOSET** of Standard Sanitary Mfg. Co., Pittsburgh, offers a low priced but strictly modern, efficient closet especially adapted to low priced homes, servant's bathrooms in fine homes, and all installations where space is restricted.

The Compton is a close-coupled, syphon action washdown with the modern integral effect, though its bowl and tank are bolted together. It has the beauty of simplicity, achieved by the straight lines of tank and front of bowl. The tank does not require wall support. Where inches count the Compton solves the problem as it is only 29¾ inches high and 24½ inches from wall to front of bowl.



THE COMPTON, new modern styled, low priced water closet.

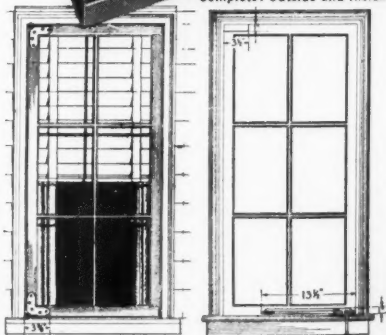
\* \* \*

IN one display carton, the **CASEMENT HARDWARE CO.** of Chicago, Ill., has assembled three pieces of Win-Dor quality hardware matched to properly install and operate a wood casement sash. This set, as illustrated, contains one through-the-screen geared operator with handle, one automatic top-closer for pulling the window into the frame at the top of the sash, and a pair of new specially designed corner reinforcing close hinges for casements.

It is no longer necessary to select hardware for casement windows piece by piece and hope that the combination will provide complete and convenient installation. The purchase of this Win-Dor matched set takes care of the entire problem with quality hardware designed specifically for the purpose. Each piece is a genuine Win-Dor product.



Trims a Casement Complete: Outside and Inside

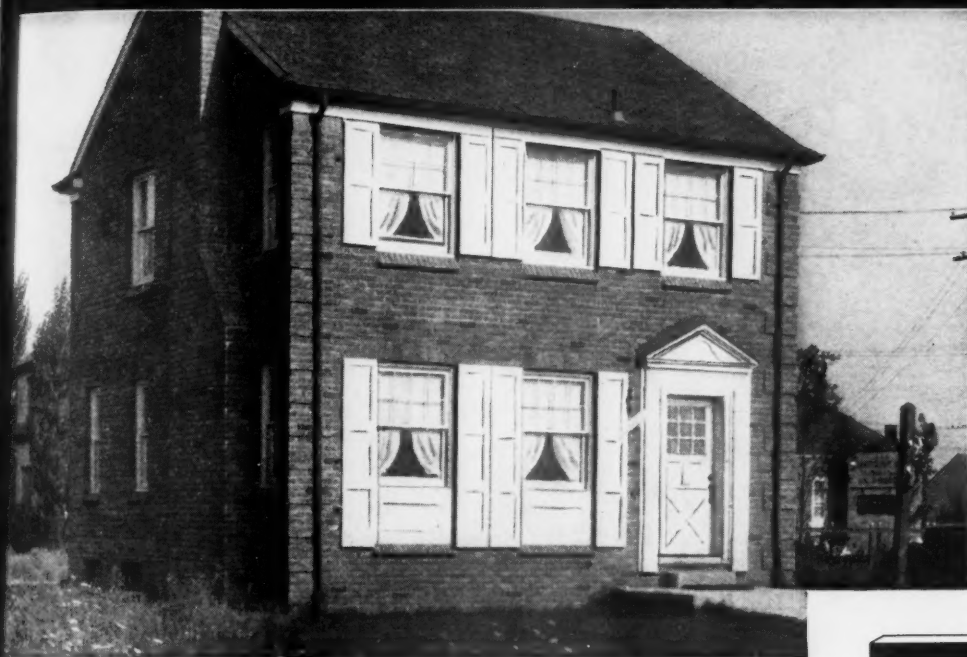


HARDWARE for a wood casement sash assembled in matched sets and packed in display carton.

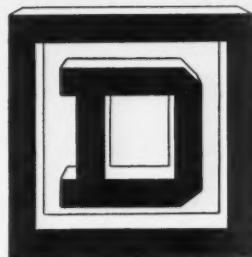
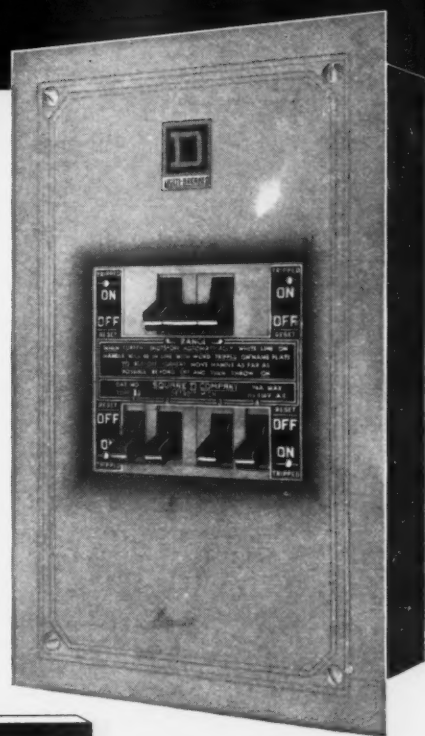
(Continued to page 86)



# "It seems a shame to erect a new home today without this truly modern feature"—the **SQUARE D MULTI-BREAKER**



This is one of thirty-one homes equipped with the Square D Multi-breaker being built by Sanford D. Adler, Inc.



**CALL IN A SQUARE D MAN**

**SANFORD D. ADLER, Inc.**  
BUILDERS OF  
"LIFETIME HOMES"  
DETROIT, MICH.

PHOTO  
University

August 9, 1937

Mr. H. C. Howell,  
Square D Company,  
6060 Rivard Street,  
Detroit, Michigan.

Dear Mr. Howell:

It has occurred to me that you might be interested in the reaction of the buyers and prospective purchasers of our homes to the new Square D Multi-breaker which is now included in our electrical specifications. In every case they have been enthusiastic over the elimination of fuse troubles.

They immediately recognize the convenience, speed and simplicity of flipping a lever to restore the electrical service, instead of having to replace a fuse. Particularly are the women visitors struck with the safety factor. The fact that there is no danger of coming into contact with a live fuse shell when restoring the current greatly appeals to them.

We will build approximately 87 houses this year. As we have been specifying the Square D Multi-breaker for the past three months, only 31 of these houses will be so equipped. We regret that we did not know about it sooner so that we could have incorporated this valuable feature in the other 56 houses, but you may rest assured that every Adler home built in the future will have it.

If anyone is skeptical of the sales value or the dependability of the Square D Multi-breaker please do not hesitate to refer them to us for recommendation. It seems a shame to erect a new home today without this truly modern feature which costs so little more.

Yours very truly

*Sanford D. Adler*  
Sanford D. Adler, Inc.

4:MS

● Builders everywhere are enthusiastic over the reaction of their prospects and buyers to the Square D Multi-breaker. They all say that it helps them sell their houses.

The experience of Sanford D. Adler, Inc., is an example. Read the letter reproduced herewith.

The Square D Multi-breaker eliminates fuses and the inconvenience of having to replace them. Home buyers are quick to recognize the convenience, speed, simplicity and safety of flipping a lever to restore the electrical service instead of having to make a trip to the basement to replace a blown fuse.

The Square D Multi-breaker can be installed at any convenient point in the homes you are building. Its cost compared to the usual entrance switch and fuse box is negligible—particularly so when its value as a sales asset is considered.

Have your electrical contractor include the Square D Multi-breaker in the wiring layouts for the next homes you build. Square D electrical appliances are available through electrical wholesalers everywhere.

## **SQUARE D COMPANY**

DETROIT - MILWAUKEE - LOS ANGELES

SQUARE D COMPANY CANADA LTD. TORONTO, ONTARIO



## THE SEAL OF SERVICE

*to Architects and Builders*

The Anthracite Industries' Seal of Approval, shown above, is recognized as representing the highest standards in the heating field.

This Seal is issued by Anthracite Industries' Research Laboratory only to equipment that has passed the most rigid tests in the heating field. It offers you, and home owners, complete assurance of highest standards of efficient performance.

This Seal also represents practical help to you... on any problem affecting Anthracite heating. All the knowledge gained from long extensive research, impartial technical data of performance records of approved equipment, and information about recent developments in Anthracite heating, are at your command.

Should problems arise needing personal help, avail yourself of the services of Anthracite Industries, Inc., extensive field organization. These trained heating men have available the accumulated experience of the Anthracite industry.

● Consult us freely, at any time. For Anthracite Industries, Inc., is a non-profit corporation, organized to focus the experience and services of principal factors interested in extending the economies and conveniences of Anthracite heating.

ANTHRACITE INDUSTRIES, Inc.  
Chrysler Building New York, N. Y.

(SEE ADVERTISEMENT ON OPPOSITE PAGE)

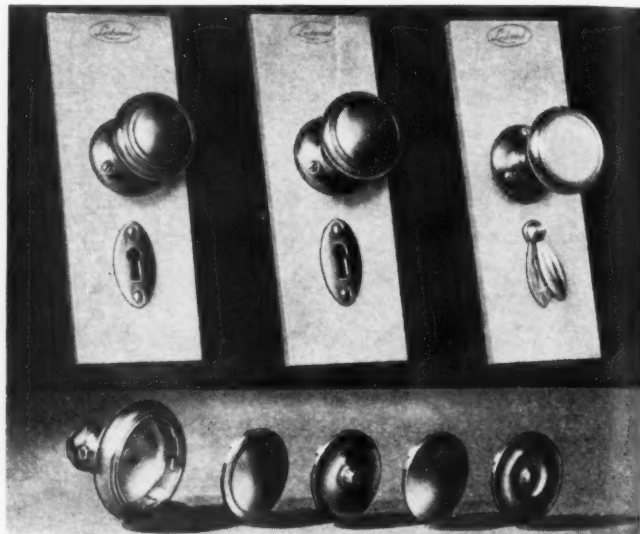
*Pennsylvania*  
**ANTHRACITE**  
COAL

**THE SOLID FUEL FOR SOLID COMFORT**

UNDER the trade name "POLYFLEX," the Lockwood Hardware Mfg. Co. of Fitchburg, Mass., is offering a forged brass knob body of standard french shank cross-section, with forged brass tops that are interchangeable. These tops are now available in four standard patterns.

Greater flexibility in its architectural application allows the knob pattern to suit the needs of each interior. Patrician plastic knob tops in four designs in ivory, black and pastel tones, may be combined with these metal knob bodies, permitting even greater flexibility.

The patented Dardelet set screw is used in this model, ending forever the long-standing problem of knobs becoming loose on the spindle.



INTERCHANGEABLE knob tops allow design flexibility.

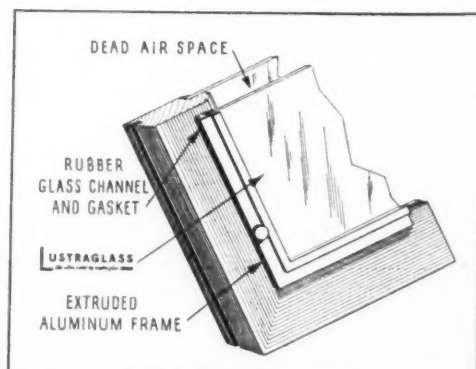
\* \* \*

NEW, convenient **DOUBLE GLAZING** is available in Winter-Panes, a modern type storm sash being offered by the Protex Weatherstrip Mfg. Co., Chicago, Ill. This extra glazing stops "weeping" windows due to condensation of added moisture in winter, saves fuel with dead air space insulation and keeps out heat in summer.

Winter-Panes are attached by simply drilling a small hole in the sash frame (wood windows) and driving in a tapped insert. A thumb screw is then used to fasten the frame to the window. For steel sash the window is drilled and tapped. Special wood screws may be used on wood windows instead of inserts if desired.

Lustraglass "ultra-violet-ray" window glass, which transmits light rays instead of heat rays and, in double glazing, will not multiply the shortcomings of ordinary glass, is used. The frames are made of extruded aluminum of special shape to give the greatest strength in the least weight; no change in sash weights is necessary. The glass is embedded in a tight-fitting molded rubber channel; accurate mitred corners with internal corner braces permit replacement of glass when necessary. Entire frame

(Continued to page 88)



WINTER-PANES, simply attached, give double glazing.

# The Sensational Growth of the Industry Proves PREFERENCE FOR AUTOMATIC ANTHRACITE HEATING AND AIR CONDITIONING



● With modern Anthracite equipment you can plan basements to be play rooms, hobby workshops, dens, or places to entertain guests.

By far the fastest growing demand in automatic heating is for Anthracite equipment. Its sensational advance in sales attests to the equally sensational advances in design and efficiency. It is modern, permanent, sturdy, and most dependable of all.

Consider what installation possibilities the wide range of Anthracite equipment offers. You can fit any budget of any size. You can supply automatic heat, with a simple adequate furnace or boiler and an inexpensive thermostat, thus extending fueling periods to 12 hours or more. You can install a modern magazine feed boiler needing no attention from 24 to 48 hours. Or you can install an all-season firing and ash handling system.

Anthracite, the fuel, offers

amazing economies. Its cost has steadily gone down, in the face of rising prices on other fuels. Everyone knows it is the safe fuel; sootless and odorless.

A copy of the book "Modern Anthracite Equipment", containing pictures and descriptions of Anthracite equipment in the newest designs will be sent on request. The headquarters staff of Anthracite Industries, Inc., and a field force of trained heating men, are at your service for information and help on any problem affecting Anthracite. Write ANTHRACITE INDUSTRIES, Inc., Chrysler Bldg., New York.

(SEE ADVERTISEMENT ON OPPOSITE PAGE)



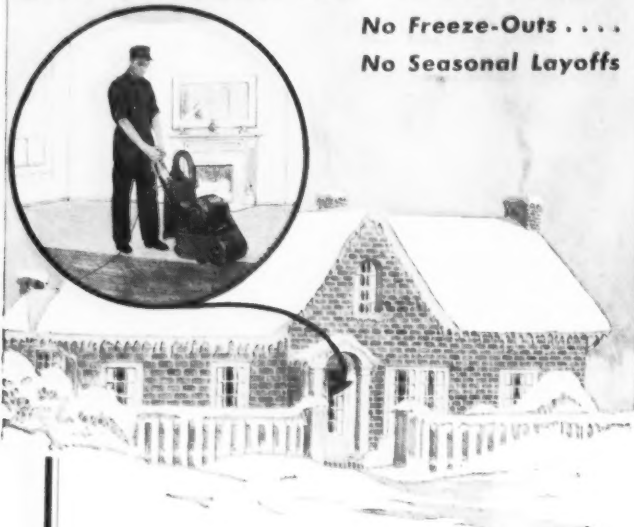
*Pennsylvania*  
**ANTHRACITE**  
COAL

**THE SOLID FUEL FOR SOLID COMFORT**



## MAKE BIG MONEY WITH AN AMERICAN FLOOR SANDER

No Freeze-Outs . . .  
No Seasonal Layoffs



### WORK STEADY ALL WINTER

You can turn a lean, cold winter into one of your most profitable seasons by the "American Method" of floor surfacing. Get into something for yourself and put all the profits in your own pockets.

### INSIDE WORK

Floor sanding is pleasant inside work and there are always many resurfacing jobs to be had in the older homes when "new building" is slack. An American drum sander driven by a powerful electric motor does all the work.

### NO LAY-OFFS

You are working for yourself—no fear of being "fired"—the success you have depends on your ambition to get ahead in the world! Don't delay but investigate this American Money-Making method of floor surfacing today. No experience is required and as little as seventy-five dollars starts you in for yourself. Fifteen, twenty and twenty-five dollars a day clear profits are not unusual. If others can, so can you!

### FREE DETAILS

Get details on the "American Method"—prices and full information by sending in coupon below. You are not put to any expense or obligation—in fact, we're more than glad for the opportunity of answering your questions.

## THE AMERICAN FLOOR SURFACING MACHINE COMPANY

511 So. St. Clair Street, Toledo, Ohio

Gentlemen:

- ☐ Send complete details and prices on your American floor sanders without any cost or obligation to me whatsoever.  
☐ I am a contractor and want machine for own use.  
☐ I am thinking of getting into business for myself.  
☐ I already own one—quote trade-in value.

Name .....

Street .....

City ..... State .....

(Continued from page 86)

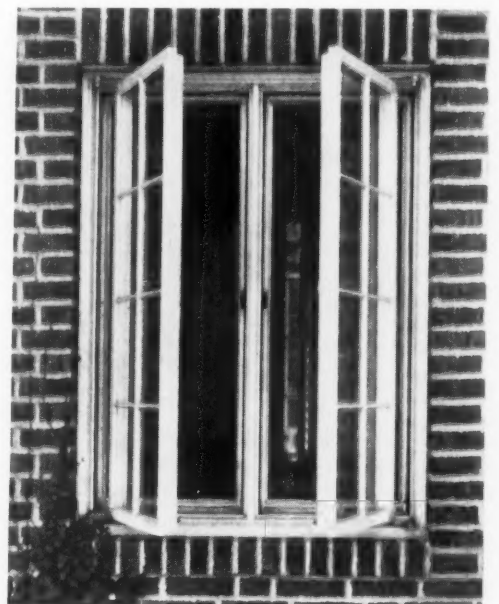
has soft lustre satin finish. The glass channel and the sealing gasket are made of special molded rubber similar to that which is used in the modern refrigerator, insuring tight contact and long life.

\*\*\*

**THE NEW WOOD CASEMENTS** as made by the Andersen Corp., Bayport, Minn., offer a complete window unit including frame, sash, weatherstrips, hardware, screen, double glass, and chemical preservative treating, fitted, adjusted and ready to install. They successfully combine the weathertightness of wood construction with the simple, narrow-line beauty of metal. The classic lines of Andersen casements blend harmoniously with any type of architecture and lend distinction to any interior.

Because of their exceptional weathertightness, Andersen wood casements meet the exacting requirements of ideal air conditioning and winter heating. Special frame construction stops air leakage around sash and frame. Removable double glazing reduces heat loss through the glass 60 per cent. These features mean year 'round comfort, freedom from dust and dirt and substantial fuel savings.

Complete units are delivered assembled and ready to install, saving time and labor, insuring weathertight joining with wall in either wood frame or masonry construction. They are made of clear pine and all wood parts are protected against decay, termites and moisture with Andersen Chemical Preservative Treatment.



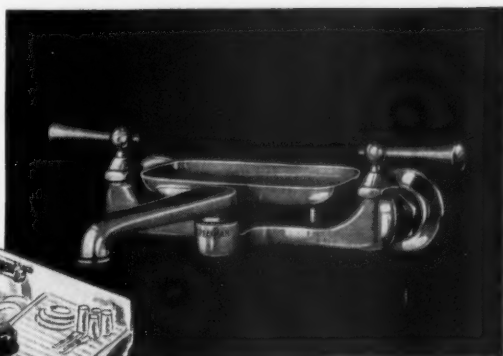
WOOD casements are delivered ready to install.

\*\*\*

**A COMPLETE new line of LIGHTWEIGHT GARAGE DOORS** is being produced in the Tacoma, Wash., factory of the Wheeler Osgood Sales Corp. The new line, called the "One Thirty-Eight" by the manufacturer, is made with 1 3/8-inch instead of the 1 3/4-inch stiles and rails used in conventional type garage doors.

A reduction of weight, averaging 25 per cent per door, is secured. Construction improvements provide strength equal to and in some cases greater than that of the doors of the same design with conventional 1 3/4-inch stiles and rails. An improved form of deeper sticking, using a modified quarter-round on the outer face and square sticking on the inner face, provides a greatly increased bearing surface in the joints. This construction provides greater strength and offsets the strength factor of the bulkier construction, tests showing that "138" line doors have equal or greater working strength than the conventional type doors of the same design with 1 3/4-inch stile and rail construction.

(Continued to page 90)



## KITCHEN FIXTURES

### that double the sales appeal

Every builder knows that visible features often help sell a house, even more than the finest materials hidden in the walls. To the average woman, the kitchen is the most important room in the house.

No woman will fail to spot the Graceline Sink Fixture pictured above. Its beauty, its usefulness, its extra large soap dish, are spotted instantly. It makes the whole house more desirable.

Speakman makes a complete line of shower and

plumbing fixtures for kitchen, laundry, lavatory and bathroom. They are all nationally advertised. Almost 70 years' experience is back of these products.

Speakman's reputation for quality is a sales asset you can use *at no extra cost to you*. For whatever kind or size of job you are planning, there are Speakman fixtures available—in a wide price range—in a wide choice of trim and sizes. Check and send in the coupon below—to secure illustrated literature that will help you plan your next job. Speakman quality is on the inside as well as the outside. Your prospects know this fact. But you pay no extra for Speakman quality.



#### WHAT'S INSIDE?

In a watch, it's not the beauty of the outer case, but the precisely machined springs and balances that assure you of split-second accuracy. . . . In plumbing fixtures, "what's inside" is equally important. Be sure you know.

# SPEAKMAN

SHOWERS • SHOWER HEADS • BATH FIXTURES • SI-FLO (SILENT) FLUSH VALVES  
LAVATORY FIXTURES • SINK FIXTURES • INSTITUTIONAL AND INDUSTRIAL FIXTURES

## SHOWERS AND FIXTURES

SPEAKMAN COMPANY, DEPT. A4  
Wilmington, Delaware

Send FREE fully illustrated literature on:

- ☐ Showers for Tubs and Stalls ☐ Modern Sink Fixtures  
☐ Bath and Lavatory Fixtures ☐ Si-Flo Flush Valves

Name.....

Address.....

City..... State.....

## "PRACTICALLY PRESENTED ... SPECIFICALLY HELPFUL"

A. S. Guggenheim, Pres., National Retail Furniture Association

SPEAR AND COMPANY  
HOME FURNISHINGS 111-113 PINE AVENUE  
PITTSBURGH

Mr. Robert Heller  
515 Madison Avenue  
New York, New York

June 8, 1937

Dear Mr. Heller:

Thank you for the advance copy of the booklet "Furniture Store Modernization" which you prepared for the Masonite Corporation.

The facts and information which this book contains will, I feel, be of inestimable value to those who are contemplating modernization and replanning programs.

The many detailed drawings and the excellent pages on the correct use of color for display are practically presented and specifically helpful. Masonite Corporation is to be congratulated on approaching this problem in such a modern manner.

Very truly yours,

*A. S. Guggenheim*  
President  
NATIONAL RETAIL FURNITURE ASSOCIATION

ASG:EM

TEN STORES . . . PITTSBURGH . . . NEW YORK . . . BROOKLYN . . . JAMAICA

A personal letter to Robert Heller from Mr. A. S. Guggenheim, President, National Retail Furniture Association.

● Robert Heller's new book, "Furniture Store Modernization," deals with sound selling and merchandising principles, gained through years of association with stores of every type and size. Masonite Corporation believes that this book will be of infinite value to every builder in helping him to understand the objectives of effective store modernization projects. Your free copy will be forwarded without obligation. Just mark and mail the coupon below.



MASONITE THE WONDER WOOD  
OF A THOUSAND USES

A MISSISSIPPI PRODUCT

SOLD BY LUMBER DEALERS EVERYWHERE

MASONITE CORPORATION, Dept. AB-11  
111 W. Washington Street, Chicago

Please send me a FREE copy of "Furniture Store Modernization."

Name.....

Address.....

City..... State.....



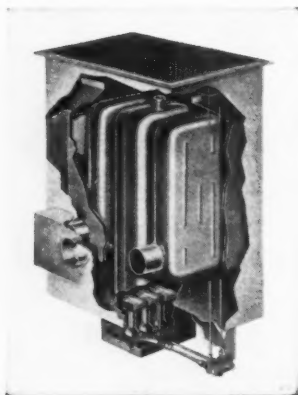
## PAYNE HEAT SELLS HOUSES

Builders are finding that to sell a home they often have to sell the furnace first. Sometimes that's a job.

But it is no problem when you've installed Payne-heat. Payne's unsurpassed reputation for efficiency and economy encompasses every State in the Union.

For nearly a quarter of a century, Payne has concentrated on the manufacture of gas-fired appliances exclusively. Payne means gas heat at its best.

## NEW PAYNE FLOOR FURNACE



Payne Floor Furnaces keep room temperatures uniformly warm—"cold spots" and drafts are gone for good. These furnaces require no basement—can be quickly and easily installed. Payne Floor Furnaces were the first to pass the recent rigid requirements of the American Gas Association. Write for full information.

PAYNE FURNACE & SUPPLY CO., INC.  
Beverly Hills, California

*Payne*

(Continued from page 88)

The benefits to the user are, briefly, a more satisfactory, lower cost, higher value garage door. The possibility of sagging and other door "troubles" are reduced to a minimum; operation of the door is easier and maintenance costs are practically eliminated.



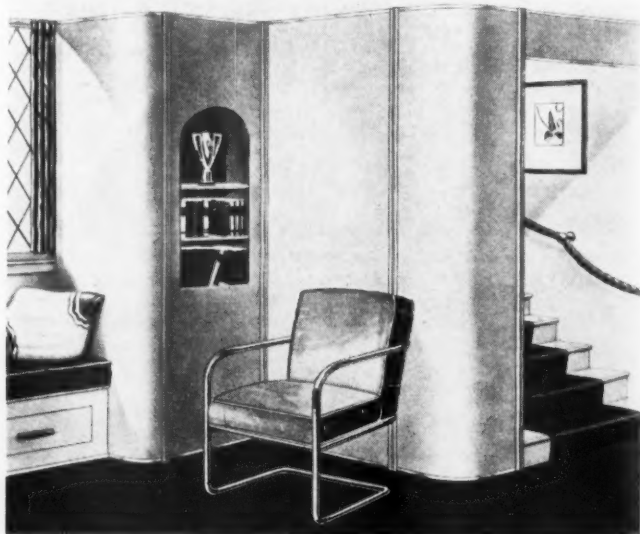
NEW WOCO door in testing device to show greater strength.

\* \* \*

**FIVE NEW BEAVER BOARDS** have been announced by Certain-teed Products Corp., New York City. Factory-processed, half-circle curved sections called Bent Board are now being shipped. Diameters of 6, 12, 18 and 24 inches in lengths of 8 feet are available. Colo Board comes with a different color on each side; colors are not painted on but rather are integral. They are commercially sunfast and cleanable. Four color combinations presently available are Ivory and White, Green and Grey, Blue and Orange, Brown and Yellow. Colo Board comes in standard 4 x 8 foot sheets. Bent Board curves are also furnished in the above color combinations called Colo Bent Board.

Also new is Peb-Met Board with its silvery pebbled aluminum surface. Coated on one side or both sides, Peb-Met Board is furnished in 4 x 8 foot sheets or in curves.

Rigidity, ease of cutting, handling and nailing found in the original Beaver Board have been retained. But the addition of curves and colors expands immensely the usefulness of Beaver Board in new and modernization work.



NEW Colo Bent Board as interior wall finish.





## 9 at 1 time

When you use Solvay Calcium Chloride in your winter concrete you obtain not one, but *nine separate advantages* which make your concrete operations quicker, safer and more profitable.

- 1 Protection against low temperatures.
- 2 Permits earlier removal of forms.
- 3 Increases ultimate as well as early strength.
- 4 Decreases time during which protection is required.
- 5 Accelerates the set.
- 6 Produces denser, tougher, more waterproof concrete.
- 7 Simple—easy to use—exceptionally low in cost.
- 8 Can be used with either standard or high early strength Portland Cement.
- 9 20 years of proven performance. Used or approved by U. S. and State Governments, Portland Cement Ass'n. and contractors everywhere.

• Be prepared for the first cold snap. Get your supply of Solvay Calcium Chloride now. Use it from now on for protection.

**SOLVAY**  
**CALCIUM**  
**CHLORIDE**

**SOLVAY SALES CORPORATION**  
Alkalies and Chemical Products Manufactured by The Solvay Process Company  
40 Rector Street New York

Please send me complete information on the use of Solvay Calcium Chloride in winter concreting operations.

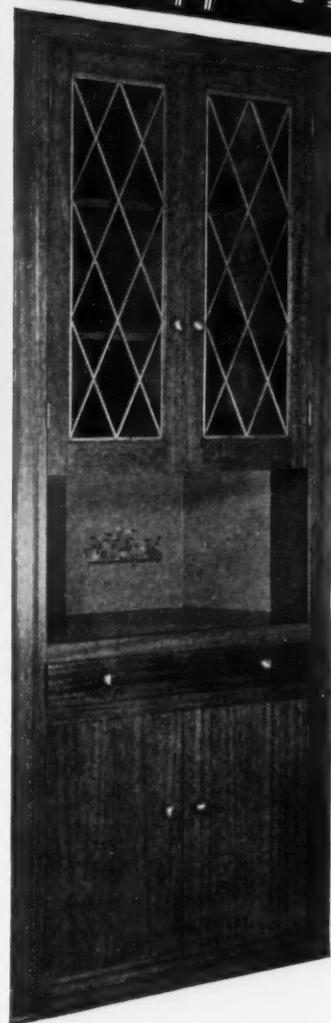
I am a Contractor ☐ Dealer ☐ Distributor ☐  
PLEASE CHECK

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ 34C

## FINISH YOUR HOMES IN Philippine Mahogany

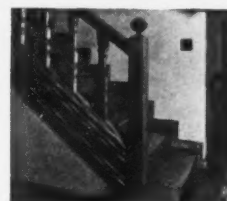


**F**ixtures of this Rich Tropical Hardwood give distinction to buildings

The return to elegance in home interiors need not upset building budgets.

Rich, lustrous Philippine Mahogany—the wood chosen by discriminating people the world over—is the most economical of the fine tropical hardwoods.

For \$75 to \$100 more than the cost of ordinary soft woods, you can trim the average size home in Philippine Mahogany. It costs little more to use this choice wood also for fixtures such as doors, fireplace mantels, staircases, china closets.



Philippine Mahogany, used here in a staircase, adds charm to the home interior. This wood may be employed either in its natural color or stained.

A small added expenditure for Philippine Mahogany gives buildings an entirely new character.

It is an adaptable wood . . . equally successful in expressing modern and period designs. It has a dignity that insures lasting satisfaction through long years of service.

The cost of Philippine Mahogany is so reasonable because it grows in enormous, easily accessible forests which are logged by economical, modern methods.

*Unexcelled for Fine Furniture*



An air of luxury is imparted in this home by Philippine Mahogany.

## Philippine Mahogany

**MOST ECONOMICAL OF THE LUXURIOUS TROPICAL HARDWOODS**

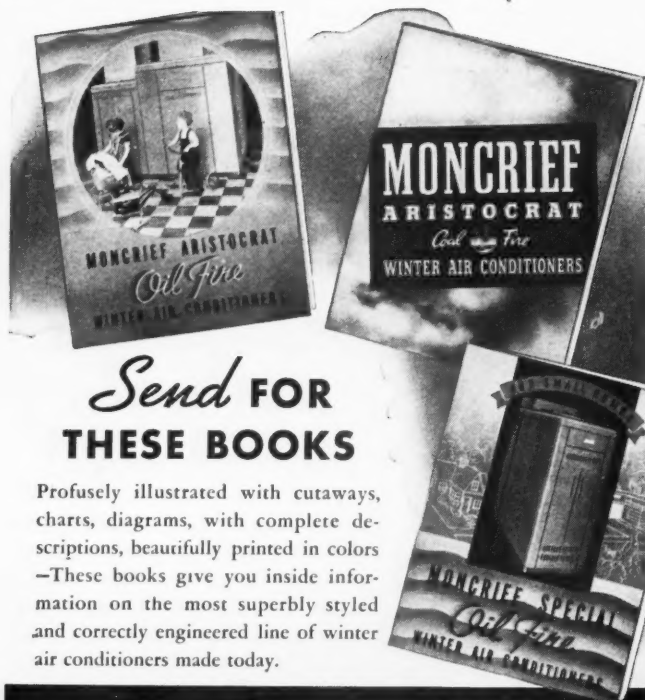
PHILIPPINE MAHOGANY MFRS. IMPORT ASSOCIATION, INC.  
111 West Seventh Street, Los Angeles, California.

Please send descriptive literature on Philippine Mahogany.

Name \_\_\_\_\_

Address \_\_\_\_\_





## Send FOR THESE BOOKS

Profusely illustrated with cutaways, charts, diagrams, with complete descriptions, beautifully printed in colors—These books give you inside information on the most superbly styled and correctly engineered line of winter air conditioners made today.



## Moncrief Winter AIR CONDITIONERS

Specialized types for gas, oil or coal—hand or stoker fired—in all sizes for home air conditioning . . . Styled in the modern mode, beautifully finished in fine-grain green crackle . . . The product of a firm forty years building quality heating equipment for the home, they embody superior features that produce all that is best in winter air conditioning at low cost.

There is a Moncrief dealer in your vicinity. Ask him or write to this address for books fully describing these Moncrief Winter Air Conditioners.

**THE HENRY FURNACE & FOUNDRY CO.**  
3479 E. 49th St. CLEVELAND, OHIO

## News of the Month

### Building Activities and Meetings

### September Residential Building Dips Below 1936 Period; 1937 Nine Months' Total Still 25% Ahead

CONSTRUCTION work started during September in the 37 eastern states fell almost 10 per cent below the level for September, 1936, and was off by almost 28 per cent from the August, 1937, total, according to F. W. Dodge Corporation. The September figure for all classes of construction amounted to \$207,071,800 which compares with \$234,271,500 for September, 1936, and \$285,104,100 for August of this year.

Of the current September total \$65,589,800 went into residential buildings; in September last year this class recorded a volume of \$80,670,800 while in August of this year residential building amounted to \$73,448,300. Excepting only the Upstate New York, Middle Atlantic, the Southeastern, and the New Orleans territories declines from a year ago in residential building were general.

Non-residential building operations in September amounted to \$75,660,000 which compares with \$69,098,700 for September, 1936, and \$117,209,800 for August, 1937. Public works and utilities construction started in the 37 eastern states in September amounted to \$65,822,000 as contrasted with \$84,502,000 for September of last year and \$94,446,000 for August of this year.

For the first nine months of 1937 the total volume of construction work undertaken in the 37 eastern states amounted to \$2,307,014,300; this was an increase of 13 per cent over the total of \$2,041,628,200 shown for the corresponding nine months of 1936.

The residential building total for the initial nine months of the current year amounted to \$736,390,600 for a gain of 25 per cent over the total of \$588,031,600 reported for the corresponding nine months of last year. Non-residential building volume recorded thus far in 1937 amounted to \$894,894,900 against \$735,337,100 for the like 1936 period. Public works and utilities construction thus far in 1937 totaled \$675,728,800 as compared with \$718,259,500 for the nine-month period of 1936.

Construction contracts for the first half of October are as follows:

	Oct. 1-15, 1937	Oct. 1-15, 1936	Oct. 1936
37 Eastern States			
Residential .....	\$32,172,800	\$ 41,535,700	\$ 79,664,200
Non-Residential .....	37,198,400	35,900,200	79,071,300
Public Works & Utilities .....	30,542,900	34,045,800	67,032,400
Total .....	\$99,914,100	\$111,481,700	\$225,767,900

### Chamber of Commerce to Call Building Industry Conference

A BUILDING INDUSTRY conference to analyze the causes of the slowing down of residential building and to suggest means for stimulating activity in this field will be called at an early date by the Chamber of Commerce of the United States and probably will be held the latter part of November or early in December at Washington.

Plans for the meeting are being developed by the Chamber in co-operation with representatives of building material and equipment manufacturers, real estate interests, building supply dealers, contractors, operative builders, architects and home financing institutions.

It is reported that the conference will provide a timely opportunity for representatives of local chambers of commerce and the public generally to become familiar with the programs of the important units in the building industry to stimulate privately financed low and medium priced residential building. It is intended to develop a constructive and positive program on the part of industry to overcome the slackening in the last few months of the rate of increase in residential building.

(Continued to page 94)

- ★ Build in 30 days instead of 90
- ★ Handle more jobs with each crew
- ★ Build homes even in winter months
- ★ Save up to 10% in costs

with the

## PRECISION-BUILT METHOD!



With Homasote's Precision-Built Plan, you work in cooperation with the realtor, lumber dealer and architect. You get leads for new construction jobs through them, and through our national advertising.

Your Precision-Built house is completed and ready for occupancy in 30 days. Such rapid building means you can handle three times as many jobs with one crew. Your construction money is tied up for 30 days instead of 90. And you can secure business which might otherwise be delayed to next season or next year.

Except for weather limitations on excavating, you can build all winter. Each house is completely enclosed and ready for heat in two days' time.

Through the use of Homasote Big Sheets (up to 8' x 14'), you

save 30% to 40% of wall and partition costs. No wall joints to fit—no waiting for plaster to dry. Precision-Built framing methods save an additional 8%. These combined savings can represent an increase in profit—or a decrease in selling price—equal to 10% of the total cost.

All Precision-Built homes have the best in construction principles and building materials. There is no sacrifice of quality for price. All are doubly insulated, attractive, economical to own—and eligible for FHA Insured Mortgage.

Get more business by taking advantage of all Precision-Built features. Have the selling support of lumber dealer, local realtors, local architects and the Homasote field representative. Write for descriptive book which gives complete details of Precision-Built Homes.

## WEATHERPROOF HOMASOTE INSULATING AND BUILDING BOARD

HOMASOTE COMPANY, TRENTON, NEW JERSEY

- ☐ Send FREE folder on Precision-Built Homes ☐ Send FREE folder on Homasote—showing how Big Sheets (8' x 14') save both time and labor.

Name \_\_\_\_\_

Address \_\_\_\_\_

22



## WEATHERTIGHT WINDOWS in Bronze or Aluminum are powerful sales helps

Successful builders know fine windows have "eye appeal" and help sell homes. Windows interest women particularly. They form the basis for modern decorative schemes. Permatite Windows, in bronze or aluminum, provide the perfect atmosphere of beauty, luxury and good taste.

Permatite Windows, casement or double hung, are economical in both price and performance. They are easy to handle and install—are rattproof, rustproof, stickproof, yet they open or close at the slightest touch. Main-

tenance costs virtually nothing—no paint required.

Of special interest to prospective home buyers is the built-in, metal weatherstripping which makes these windows weathertight. Neither rain nor dust can get in. This feature provides an excellent seal for insulated or air-conditioned homes—and fuel saving for the owner.

Let us send you our fully illustrated literature of particular interest to builders of fine homes. You are sure to need it. Use the coupon—today.

Send for fully illustrated Booklet—FREE

## PERMATITE WINDOWS

Bronze or Aluminum • Casement or Double Hung



GENERAL BRONZE CORPORATION  
34-19 Tenth Street, Long Island City, N.Y.

Send us FREE illustrated literature on Permatite Windows.

Name \_\_\_\_\_

Address \_\_\_\_\_

31



(Continued from page 92)

The estimated number of urban dwellings built each year since 1930 is:

1930	303,000
1931	219,000
1932	94,000
1933	64,000
1934	59,000
1935	138,000
1936	275,000
Average 1930-1936	165,000

The announcement states, "For the years 1920-1929 the average number of family residential units built in urban and rural non-farm areas was 677,000. In 1928 private residential building accounted for some 40 per cent of a total eleven billion dollar volume of private and public construction. In 1936 it accounted for only 18 per cent of a total six and three-quarter billion dollar volume.

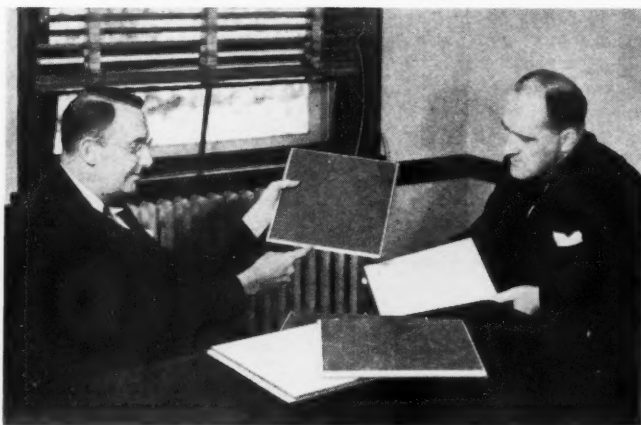
"At the beginning of 1937 it was the general opinion that there would be an increase this year over the 1936 volume of between 50 and 60 per cent. In the past few months, however, the rate of increase has materially slackened so that it now appears that the increase will scarcely be more than half of that predicted.

"It is evident that the continued recovery of residential construction is important. The normal balance between private and public construction needs to be restored. An increase in private residential construction will help restore this balance and also will make a substantial contribution to general business recovery. This increase must depend upon private enterprise."

### Armstrong Develops Temlok Products

INSULATING interior finishes, that not only offer factory-applied color on the faces of the planks, panels and tiles, but also contrasting colors on the beveled edges of the materials, have been announced by the Armstrong Cork Products Company. The new product is called Temlok Bevel Tone De Luxe.

Introduction of colored beveled edges to the Temlok line now permits a greater variety of color combinations than has formerly been possible. Combinations such as green tile with white bevels, cream tile with walnut bevels, and white tile with walnut bevels are available in the new Armstrong products.



D. R. BIRNEY (left) and M. E. Vought of Armstrong Cork Products Co., inspecting New Temlok product.

### Johns-Manville Reduces Maximum Term in Deferred Payment Plan

A WARNING against unsound and loose credit policies was voiced in the Johns-Manville Corporation announcement that the maximum term allowable under the J-M Credit Corporation's deferred payment plan for building materials had been reduced from 36 months to 24 months, effective immediately.

The 24 months term is a restoration of the maximum allowed under the original J-M deferred payment plan, instituted six years

(Continued to page 96)

Hank

### Shoots off his face about Oil Boilers



Here's that Burnham Conversion Boiler burning oil and doing a whale of a good job a-doing it. A change of base, and it does just as good a job for coal. Maybe better, but don't see exactly how that could be.

I ain't such a dampfool as to pretend knowing all that's worth knowin'. But there is a few things I do know about. One of 'em is oil burning boilers. Wuz a time when folks called me a liar when I told 'em as how our Built-In Oil Boiler extracted 1600 to 1800 degrees of heat in only 19 inches of fire travel. But those same ones as called me, have since been called by the boiler itself, when it got to performing before their own eyes.

Besides which, when it made a saving showing close to 20% on oil, they quit calling me anything but Hank. Which is enuff.

But that's a-plenty talk about that. So now let's take a look at our Conversion Boiler. That outstanding one that burns coal or oil and does 'em both just as well, and maybe better, than the other.

Now that oil has took to going up, there's a lot of folks ain't so awful set on being tied up to oil. Them's the folks to whose hoss-sense this Conversion Boiler of Burnham's is making a hit, because it burns either oil or coal.

Am telling you all this, in all confidence, so as you can soon as you can, start in telling it to everybody you can. And even maybe to some you can't. If printin' matter would help you, we got some, if you'd bother a bit and ask for it.

Hank Hindle

### Burnham Boiler Corporation

Manufacturers of Heating Equipment Since 1873  
IRVINGTON, NEW YORK ZANESVILLE, OHIO

**Burnham Boiler**

## Most Heat Per Dollar

That's why this brilliant scientist chose Gilbarco for his own home . . .

Home of Gilbarco Owner Gustave Fassin, noted Rochester scientist who won the Lillian Fairfield Memorial Award of 1936 in recognition of his striking design of this house.

MR. FASSIN WRITES: "I installed a Gilbarco unit in my home after expert test proved Gilbarco performance, both on the basis of economy and freedom from trouble, was the best of equipment investigated. It certainly gives me most heat per dollar."

**There is no secret why Gilbarco "GIVES MOST HEAT PER DOLLAR"**

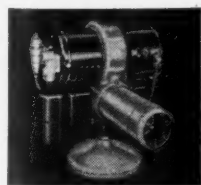
It's **Econ-O-flex**  
CONTROLLED COMBUSTION

YOU don't have to be a scientist to appreciate the increased efficiency and resulting savings accomplished through this latest development in combustion . . . an exclusive Gilbarco feature.

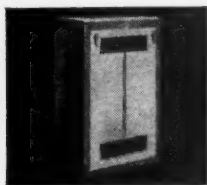
With its enviable background of experience over three quarters of a century, Gilbarco can point to a record of accomplishment in oil burner design and performance unequalled by any

other manufacturer. The many exclusive features found only in the Gilbarco Oil Burner make it the "World's Outstanding Burner Value."

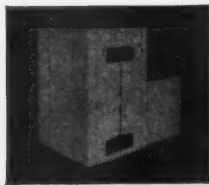
There are five models of Gilbarco Burners to meet the requirements of any home. They are supplied alone or as an integral part of one of the eight models of oil-fired Boiler Units or the nine models of Gilbarco Air Conditioning Units, which heat, clean, humidify and circulate a steady flow of healthful comfort. All are fully automatic. Send coupon for complete information.



Gilbarco Flexible Flame Oil Burner. A world leader in efficiency, dependability and economical operation. Five models.



Gilbarco Automatic Boiler Unit. Compact, beautiful and efficient. Eight models to meet all heating requirements.



Gilbarco Conditioned Warm Air Unit. Heats, cleans, humidifies and circulates a continuous flow of perfect air. Nine models.

**GILBERT & BARKER MFG. CO.**  
Springfield, Mass. — Toronto, Canada

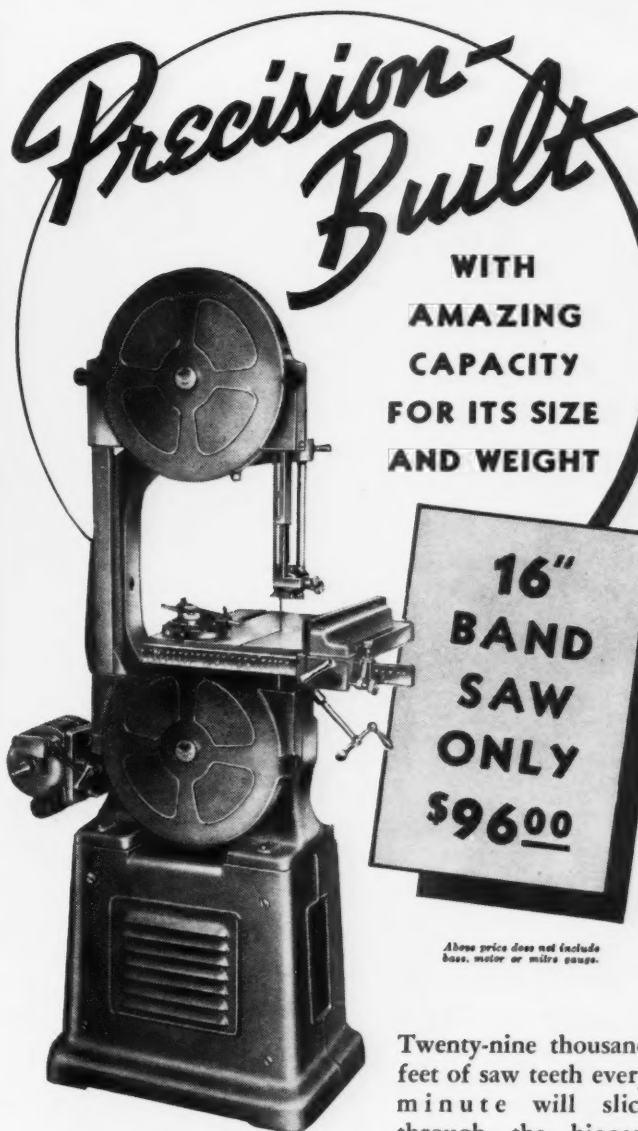
MAIL THIS COUPON TODAY

GILBERT & BARKER MFG. CO.  
Springfield, Mass. (or Toronto, Canada)  
Please send me your FREE booklet on Oil Heating.

K-1004

Name \_\_\_\_\_

Address \_\_\_\_\_



WITH  
**AMAZING  
CAPACITY  
FOR ITS SIZE  
AND WEIGHT**

**16"  
BAND  
SAW  
ONLY  
\$96.00**

Above price does not include base, motor or mitre gauge.

Twenty-nine thousand feet of saw teeth every minute will slice through the biggest building timbers you slide into this saw. Every timber used in average construction is within its capacity.

Wheels, carefully machined and rubber faced, run on dust-sealed, precision ball bearings. A twist of your hand regulates blade tension and a cushion spring absorbs blade shock. Patented screw and lever tilting device tips the table sensitively yet positively. Wheel guards, back guard and telescoping, adjustable front guard provide unusual safety.

Get all the specifications on this Walker-Turner band saw with exceptional capacity and vibrationless performance. Send coupon below for big illustrated catalog.

**TELL ME MORE  
ABOUT  
THIS VALUE!**

Walker-Turner Co., Inc.,  
10117 Berckman St.,  
Plainfield, N. J.

Without obligation, please send me catalog of your 1938 tools.

Name \_\_\_\_\_

Address \_\_\_\_\_

**WALKER-  
TURNER  
Engineered  
POWER  
TOOLS**



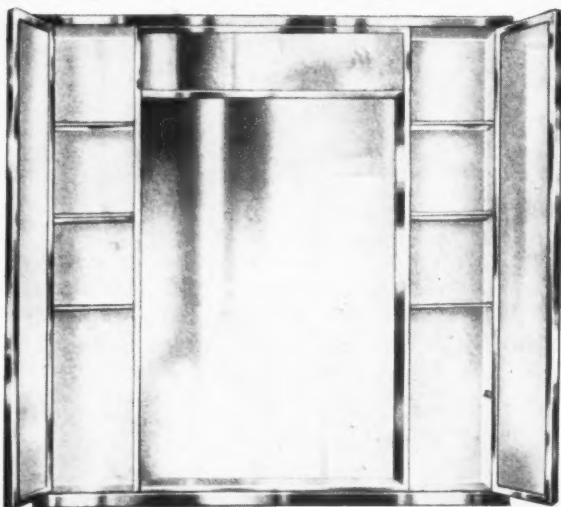
## MIAMI BATHROOM CABINETS AND ACCESSORIES...

### Where Beauty and Utility Meet

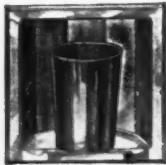
Miami Cabinets and Accessories combine the beauty accentuated in today's architecture with the practicality desired by the modern family.

For example: The "Imperial" Ensemble (below)—a skillful blending of Chrome and Glass—is Miami's latest development for those of discriminating taste. Spacious side cabinets have glass shelves, stainless steel shelf supports and tooth brush holders. White vitrolite shelf under large recessed center mirror. Light bulbs concealed behind opal flash panel above center mirror provide indirect lighting. Wired at factory.

This is one of the many exclusive Miami Models—"America's Finest Bathroom Cabinets." Nationally known and advertised. Complete details and prices mailed upon request. See our Catalog in Sweet's.

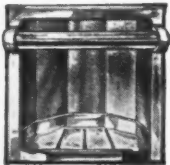


Miami "IMPERIAL" with side cabinet doors open.



#### MIAMI CHROMIUM ACCESSORIES

are forged brass, heavily nicked and covered with enduring chromium. Made in recessed and projection types.



**THE MIAMI CABINET DIVISION**

**THE PHILIP CAREY COMPANY**

**Middletown, Ohio**

(Continued from page 94)

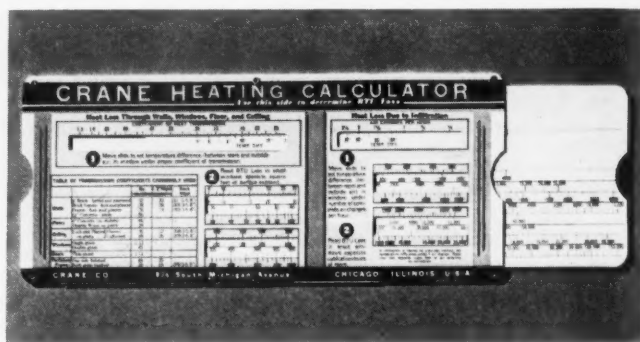
ago; this was changed in 1933 to conform to the more liberal modernization credit provisions of the National Housing Act, which now are no longer in operation.

Although warning against unsound credit policies, J-M believes the financing of installment sales of durable goods to be "not only economically sound, but one of the most constructive tools that business can employ."

### Crane Heating Calculator Solves Problems for Heating Contractors

THE latest, tested short cut to the answer of the boiler and radiator calculating problem of heating contractors is the "Crane Heating Calculator" being issued by Crane Co., Chicago, to contractors who specify Crane equipment.

This Calculator has been designed in keeping with the method of determining heat losses as recommended by the American Society of Heating and Ventilating Engineers. Use of the Crane Heating Calculator permits accurate determination of the heat loss from buildings and correct selection of radiators and boilers. This is possible with a saving in time and effort.



SLIDING scale saves time, gives accuracy in figuring heating.

The simplicity and accuracy of the Calculator are its twin advantages. Having determined temperature differences and areas to be heated, the various heat losses in British thermal units are revealed on a sliding scale. The total of these when applied to the scale reveals the required amount of radiation. Another scale tells which Crane boiler will meet the demands of the total net BTU loss for the building whose heating requirements have been calculated by the contractor.

### May Becomes American Steel Vice-President

JOHN MAY has been elected vice-president in charge of sales of the American Steel & Wire Co., subsidiary of the United States Steel Corp., to succeed Dennis A. Merriman, who is retiring. Mr. May's service with the company dates back to February 1909, when he was employed as a correspondent in the Order Department at the New York office of American Steel & Wire. In May of the same year he was transferred to Worcester, Mass., as assistant to the educational director of the company and in October returned to the New York office as correspondent in the Electrical and Wire Rope Sales.



JOHN MAY





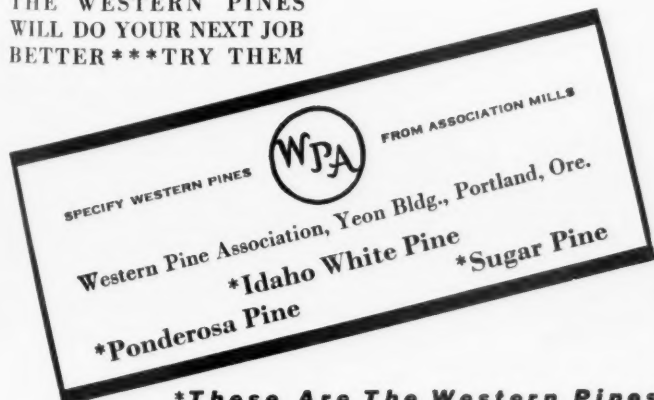
O. R. Taylor and Dennis B. Wheeler, Taylor-Wheeler, Inc., Fresno, California Homebuilders

FOR fourteen years Taylor-Wheeler, Inc., have used Western Pines for trim inside and out, for doors, sash, shutters, paneling, but never for sheathing, sub-floors, or roofs. In their own words, they were "hard to sell" until George Kennedy, Fresno representative of Western Pine Association mills—but here's their story:

"Two years ago Kennedy nailed us down. Built his own home, gave us the job, specified Western Pines for sheathing, sub-floors, and roofs.

"That job convinced us. We've used Western Pines for that work ever since. They handle easily, nail quickly, speed up the job. Our carpenters certainly like them. So do we."

THE WESTERN PINES  
WILL DO YOUR NEXT JOB  
BETTER\*\*\*TRY THEM



With colorful Accotile floors like this, you can turn your basement into a game room that will make your houses easier to sell.

WHEN you take prospects into the basement, what do they see? Just a furnace and laundry tubs? Or do you clinch the sale by offering a smart recreation room, like the one shown above, as an added value?

With low-cost Accotile floors and a few feet of Armstrong's Temlok wallboard, you can turn part of your basement into a game room that will make prospects glad to buy.

Specially developed colors of Accotile can be used in basements because it is a moisture-resistant asphaltic tile—the only type of resilient flooring suitable for concrete in direct contact with the ground, on or below grade level.

Thirty-four plain and marble colors can be combined in scores of designs. These colors run through the full thickness of the material. Scuffing does not wear them off.

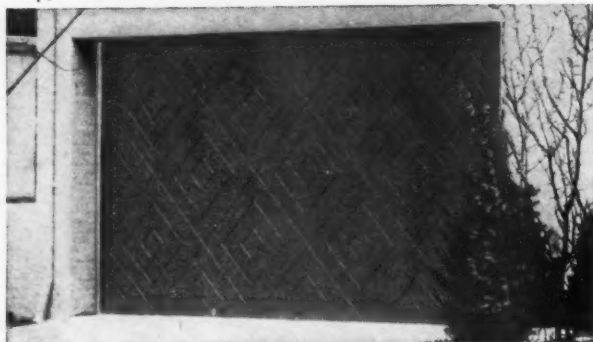
You can purchase Accotile floors with convenient time payments through the Armstrong Finance Plan.

Find out now how Accotile will help you move your houses. Write today for your copies of color-illustrated booklets, "Accotile Floors" and "Gay Floors for Basement Playrooms." Armstrong Cork Products Company, Building Materials Division, 1218 State Street, Lancaster, Pennsylvania.



ARMSTRONG'S *Linoleum*  
and RESILIENT TILE FLOORS  
LINOTILE · ACCOTILE · CORK TILE · RUBBER TILE · LINOWALL · ACOUSTICAL CEILINGS

# Why the Big Trend to CRAWFORD?



## The Reason:

The rapidly-growing preference for Crawford Upward-Acting Doors can be attributed to the fact that the Crawford complete line represents the best garage doors on the market today—a fact confirmed by enthusiastic reports from dealers, contractors and home owners in every part of the country. At no extra cost, they offer many outstanding features not found on any other door in their price range.

### SECTIONAL DOORS

Nu-Seal self-aligning joints, self-contained counterbalancing unit, perfectly adjusted silent torsion springs and non-metallic rollers (all standard equipment at no extra cost) contribute to unequalled neatness, quietness and ease of operation. Simplicity of design and perfect engineering afford easy installation and continued trouble-free operation.

### "REZO" DOORS

A new development, combining superior strength and lightness made possible by its patented, interlocking CELLIZED CORE. It will not shrink, swell, sag or warp. Beautiful in appearance, lending itself to variety of design to harmonize with the architectural requirements of the home.

### COMMERCIAL DOORS

Designed to stand heavy abuse and assure long life with freedom from trouble. Each door is made special for individual openings. Available for factories, service stations, boat wells, etc.

CRAWFORD UPWARD-ACTING HARDWARE for converting swinging or sliding doors, old or new, into the upward-acting type.

Ask Your Dealer or Mail Coupon



Our Policy: 100% Dealer Protection

CRAWFORD DOOR CO. 5300 St. Jean Ave. Detroit, Mich. AB-11-37

Please send free literature and full details about the Crawford complete line.

Name

Address

☐ Contractor

☐ Dealer

## New Asbestos-Cement Siding Introduced by K & M

THE introduction in the U.S. of an entirely new building material for siding and partitions in industrial buildings is being made by the Keasbey & Mattison Company, Ambler, Pa. The new material, Trafford Tile, is a composition of asbestos fiber and portland cement and is particularly suitable for application to large areas where, with the low initial cost of material and application, substantial economies may be effected in the building of skeleton frame buildings such as storehouses, lumber mills, power plants and exposition units.

## New Celotex Material Now in Production

THE new Metuchen, N.J., plant of Celotex Corporation is now in production on the first of a series of new products—Celotex Traffic Top. At present it is specifically designed as a protection course for waterproofing and for use under wood block flooring. As a protection course it allows for speedy and economical erection; back fill may be placed immediately. Under wood block flooring it cushions traffic shocks, reduces noise in factories, offices, railroad stations and other similar structures.



TRAFFIC TOP used on Manhattan Children's Center roof

## Building and Loan League Elects New Officers

EDWARD C. BALTZ, Washington, D.C., was elected president of the United States Building and Loan League at the final session of its convention in Los Angeles, Oct. 8. He succeeds Harold T. Donaldson of Lansing, Mich., and has served as first vice president the past year.

Clarence T. Rice, Kansas City, Kans., was moved up to the first vice presidency and George W. West of Atlanta, Ga., went into line as second vice president. H. F. Cellarius, of Cincinnati, O., was re-elected to serve his 42nd year as secretary-treasurer.

Directors were elected for four of the League's eight districts. They are Roy H. Bassett, Canton, N.Y., for the district comprising the New England states and New York; William E. Best, Pittsburgh, Pa., re-elected for the district which comprises his own state; George R. Wootten, Hickory, N.C., for the Southeastern district including all the states south of the Mason and Dixon line on the Ohio river and east of the Mississippi; and Frank O. Schneider, Kankakee, Ill., re-elected for the North Central District, including Illinois, Indiana, Wisconsin, Minnesota, Iowa, Nebraska, Michigan and the Dakotas.

## Insulite Makes Personnel Changes

THE Board of Directors of The Insulite Company have announced the election of E. H. Batchelder, Jr., to the position of senior vice president. His headquarters will continue to be in Minneapolis and he will direct the affairs of the Company in all

(Continued to page 100)

# CONSTRUCTION COSTS REDUCED $\frac{1}{3}$

## With UNITS MADE ON THIS MACHINE



When modern buildings are being erected with  $\frac{1}{3}$  savings in material costs,  $\frac{1}{2}$  in mortar and  $\frac{1}{3}$  in labor, it again furnishes definite proof that **DUNBRIK and DUNSTONE Build Better Buildings Cheaper.** In addition multiple sizes offer wide flexibility, permitting solid—veneer—ashlar and hollow wall construction,—all in full range of color, shade and texture.

### Manufacturing Opportunity

The manufacture of DUNSTONE offers big money-making possibilities for the man equipped to supply the building trade in his territory with this exclusive product. We equip you with new and revolutionary line production machinery, permitting large production with only one or two men. Equipment costs but a fraction of what would be required for other processes of equal capacity, and production costs are far lower.

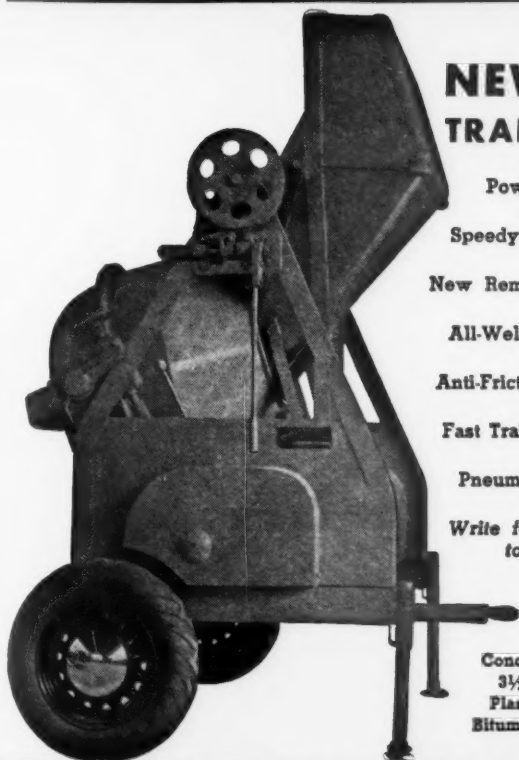
### INVESTIGATE

Write today. Ask for "4 Keys to Manufacturing Success," and let us show you how present DUNBRIK Manufacturers are making outstanding progress in a business that offers unlimited opportunity for growth, expansion and profit.

**W. E. DUNN MFG. CO.**  
450 West 24th St., Holland, Michigan



## KWIK-MIX



### NEW 5-S TRAIL-MIX

- Power Tilt
- Speedy Discharge
- New Remixing Action
- All-Welded Frame
- Anti-Friction Bearings
- Fast Trailing Speed
- Pneumatic Tires

Write for bulletin today.

Concrete Mixers  
3½-S to 10-S  
Plaster Mixers  
Bituminous Mixers

**KWIK-MIX CONCRETE MIXER CO.**  
PORT WASHINGTON . . . WISCONSIN

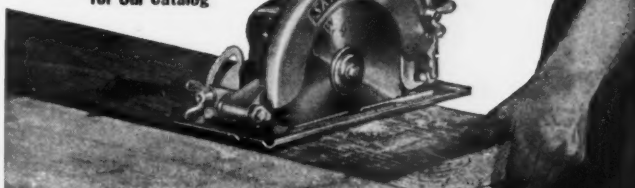
## MAKE MORE MONEY THIS SEASON with SKILSAW

... cuts your sawing costs in half ...  
pays for itself on the **FIRST JOB!**

SKILSAW will enable you to out-bid and out-perform builders who still cling to the slow old-fashioned hand-saw. It will *increase your profits* because it does any sawing job better, cheaper and **10 TIMES AS FAST!**

For 17 years SKILSAW has been the one portable electric hand-saw that most builders prefer . . . because (model for model) it has more power, is built stronger, will do more sawing jobs! Cuts wood, metal, stone, compositions. Works from any light socket.  
**7 Powerful Sizes.**

Ask Your Hardware Dealer for a Demonstration and Write for Our Catalog



**SKILSAW, INC.**

3314 ELSTON AVENUE, CHICAGO  
214 E. 40th St., New York 52 Brookline Ave., Boston  
1429 Spring Garden, Philadelphia  
312 Omar Ave., Los Angeles—2065 Webster St., Oakland



## COLOR HELPS SELL INSULATION

### WITH *Temlok DeLuxe*



THIS COLORFUL, noise-quieting restaurant interior uses cream Temlok Boards for the wall, ash Tile for the ceiling. The floor is Armstrong's Accotile. Marco's Restaurant, New Rochelle, N. Y. Architect, Bruno Amato.

## FACTORY-FINISHED IN 6 COLORS

**H**ERE'S a new sales aid to help you land profitable contracts—color and noise-quieting combined with efficient insulation! Armstrong's Temlok De Luxe offers the extra advantage of factory-applied color in a highly effective insulating material. Six pleasing colors are available—ash, coral, cream, green, walnut, and white—to fit any decorating plan. The new Temlok Bevel Tone Planks, Panels, and Tiles have an extra color on the beveled edges.

For walls and ceilings, smooth-surfaced Temlok De Luxe is quickly and easily erected on furring strips, on plaster, or on wood with Armstrong's Temlok Adhesives. As soon as the Temlok is in place the job is done, no additional painting or finishing is required. This means extra profit for builders.

Find out more about the exclusive advantages of Armstrong's Temlok De Luxe Interior Finishes. Also ask about Temlok Insulating Board and Insulating Lath. Mail the coupon below for samples and complete information.



### MAIL COUPON TODAY FOR FULL DETAILS

ARMSTRONG CORK PRODUCTS COMPANY  
Building Materials Division  
1006 Concord Street, Lancaster, Pa.

Please send me complete information about the new Temlok De Luxe Interior Finishes.

Name.....

Street.....

City and State.....

*Armstrong's*  
**TEMLOK INSULATION**

DE LUXE  
INTERIOR FINISHES

BOARD  
LATH · SHEATHING

(Continued from page 98)

its departments. For the past five years Mr. Bachelder has had charge of the Sales Department of the Company in the office of vice president and general sales manager.

Following Mr. Bachelder's promotion, Mr. E. W. Morrill, previously executive assistant to vice president and general sales manager, has been named as the head of the National Sales Department in the capacity of general sales manager.

At the same time, two newly created executive sales positions are announced, with headquarters at Chicago. Mr. M. G. Jensen will become general merchandising manager handling solicitation and promotion; and Mr. M. C. Juel becomes executive assistant guiding executive matters relating to market and field activities.

## Sold Out!

(Continued from page 69)

facade. The architecture of the development is mostly straight or adapted Colonial and the mass is broken usually only by the garage wing.

The simple plan, besides making for very attractive elevations, permits great savings on framing, roofing, and wall surfacing. Its general use in Wheatley Ridge has permitted the construction of a less expensive house on a large piece of property. The use of a light-surfaced road without curbs or sidewalks maintains a semi-country atmosphere. Its builders, too, were quick to capitalize on the natural planting and gradients of the original property.

The interiors of the houses reflect the skill of Porter Daniel who is also the development's architect. Living rooms are generally featured by large fireplaces and built-in bookshelves, and the arrangement of the fenestration and general floor plans show ingenuity and a good plan sense. The garage in the front of the house, for example, is cleverly treated to enhance rather than detract from the appearance of the house. Wide openings between the living and dining rooms (almost 11 feet) appear to enlarge each of those rooms yet maintain their individualities.

The fenestration and the interior wall surfaces show custom-built care in their apportionment. This essential of good interior design is frequently glossed over as many builders are buying only front elevation and schematic floor layouts from their architects. A well proportioned and well-located window will catch every woman's eye; she will mentally drape it, curtain it and flank it with easy chairs. When correctly located, it will set off the walls, permitting convenient furniture arrangements.

Good windows make a room expansive; they refresh its decoration by a constantly changing vista. Architecturally, they rank with fireplaces and built-in cupboards for feature effects, and their proper disposition in plan requires a considerable study and imagination.

Structure and equipment have been featured as selling points in Wheatley Ridge. Complete Celotex insulation, for example, is prominently advertised, as well as steel girders, copper pipes, zinc weather strips and poured concrete foundations. The structural insulation provided an effective sales argument in that it permits definite yearly fuel savings for the life of the building, eliminates lath shadow and reduces plaster cracks to a minimum. The woman buyer, it was found, contrary to popular illusion, was just as interested in the story of good plumbing and thorough insulation as was her husband.

Less than one year after ground breaking, the developers sold their fifty-eighth and final house, and were inclined to describe some of their pet merchandising theories. They believe that by confining themselves to only one style of architecture, such as early American, they attracted buyers of similar taste and characters, making for better neighbors. Noting the features of the development that made the most appeal, they listed the natural setting, the architectural simplicity with its color notes and picket fences, and the arrangement of roads and houses. House features that seemed to create considerable attention were: oversize fireplaces, smoky maple dining room dados and trim, insulated walls and second floor ceiling, and large well-placed windows. "Home," they believe, is atmosphere; an atmosphere that is composed of beauty, practicality, but above all, "your money's worth."

"American Builder Guide to Better Homes" is

**ABSOLUTELY FREE**

with a \$2 for 1 yr., \$3 for 2 yrs. or \$4 for 3 yrs.  
American Builder subscription or renewal.

Get YOUR copy by using the form to the right.

Continued from preceding page

## Six Sections of Charming Complete Homes

### Low Cost Homes

30 of them, filling 50 pages. Among them: Charming 5-room Cape Cod Cottage—Sturdy Chicago Colonial—Fire-Safe Bungalow—Triple insulated Colonial—Virginia Lee Modified Normandy—Some Kelvinator Package Homes—Long Island French Provincial Charm—Gross-Morton Low Cost Bungalows—Five Purdue Test Houses.

### Modern Designs

12 of them, including Oak Park New American Prize Winner—Kalamazoo's Home of Tomorrow—All Electric Concrete Efficiency Home—Westchester Model Home—Buffalo Steel Chassis—6-room and garage Stucco Home—"Moderne" Airconditioned Home—Toledo Suburban Home with sundeck on three sides.

### Florida Tropicals

14 of them. Including the interesting Riviera House—The Florida Directoire—Low-lying Miami Beach House—Popular Spanish Bungalow.

### For More Than One Family

A Jackson, Miss., Income Producer—Oak Park Two-Flat in English Style—22-Apartment Chicago Duplex. And others.

### Homes of Distinction

23 of them, filling 42 pages. Including English House with massive chimney—6-room Colonial with bookcases over fireplace—Waverly Taylor Norman—Rambling Brick Colonial—Richmond's "Character Home"—One-level House with curved ceiling—Monterey Style Electric Home—Staten Island Brick built for two.

### Plans for Little Homes

Page after page of Homey Comfort at small cost. Featuring "Little House, Big Value"—Four Rooms, Bath and Garage—Western Style Colonial, with Breakfast Nook and Bed Closet—4-room Cottage, with quaint English lines—"Small, but Oh My" Cottage, most cleverly planned—Two Houses, Same Plan—Home in Two Steps.

**Tear Off—  
Mail Today!**

AMERICAN BUILDER, New\_\_\_\_\_

30 Church Street, Renewal\_\_\_\_  
New York.

For the enclosed \$\_\_\_\_\_enter my  
subscription for 1 year, \$2\_\_\_\_\_

2 years, \$3\_\_\_\_\_ 3 years, \$4\_\_\_\_\_

**And Include AT NO EXTRA COST  
a copy of "AMERICAN BUILDER  
GUIDE TO BETTER HOMES."**

Name \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

Occupation \_\_\_\_\_

*This offer good only in United States,  
Possessions and Canada*

11-37

## Four Sections Featuring Model Home Interiors—Modernizing Ideas—Better Details—Basements

Here will be found a riot of new ideas forecasting style trends in every part of the House—Impressive Archways—Curved Stairs—Spacious Halls—Paneled Rooms—Recreation Rooms—Charming Living Rooms—Entrancing Entrances—Unusual Fireplaces—All Electric and Streamlined Kitchens—Attractive Bathrooms—Cozy Dinettes—Built-in Bookcases, Bars and Kitchen Storage Space—Reposeful Bedrooms—Bewitching Bay Windows—Dovecote and Overhung Gables—Corner Windows—Knotty Wood Finishes—Housewife's Planning Room—Garages—Air Conditioning Layouts—And many other colorful details that heighten home values.

## Physical Features

"American Builder Guide to Better Homes" has 194 pages—150 Exterior Views—90 Interior Views—315 Plans, Elevations and groups of details—10 full-page illustrations, including two fine water colors—Many Outline Specifications—Several Bills of Materials—A "Cost Key" for every home design, with explanation of its use on page 8. It is bound in heavy, richly colored enameled paper, cloth-strip reinforced.

## More Concrete Per Day with NEW 3½-S SMITH TILTER



*it's faster!*

Speedy lightweight trailer mixer with spring-mounted axle and new roller bearing automobile type wheels with oversized low pressure pneumatic tires. Handy wide feed chute. Famous End-to-Center mixing action. Write for Bulletin.

**The T. L. SMITH COMPANY**  
2849 N. 32nd St. Milwaukee, Wis.

## SMITH MIXERS

THE BOULDER DAM MIXERS

## Install Tile-Text



for  
**LASTING  
BEAUTY AT  
LOW COST**

*Flexible*  
**WALL TILE**

Tile-Text Decorative Wall Tile is easily applied in old or new buildings. Made in a wide range of colors and gives a permanent wall of lasting beauty at low cost. Ideal for Bathrooms, Kitchens, Stores, Barber Shops, Beauty Shops, Public Buildings, Restaurants, Bars and Lobbies.

Tile-Text is a unit-laid wall tile that will not craze, crack, warp or mar. Can be applied right over plaster walls or wall board.

Write us today stating whether you are interested in a dealer proposition or if you want information for prospective home builders. Free literature will be sent promptly.

**THE TILE-TEXT COMPANY**  
1229 McKinley Avenue Chicago Heights, Illinois

*Decorative* **WALL TILE**  
**TILE-TEXT**  
*Resilient* **FLOOR TILE**

## Letters from Readers

### Regarding October "Price and Value" Issue

(Continued from page 65)

rect false price-thinking. The phrase in itself "false price-thinking" is a fine stroke of psychology.

This subject, backed up by proper methods of diffusing proper statistical facts, is one of the most important things for our industry to undertake at the present time.

We shall be parties to any consistent campaign that you may suggest.

FLORIDA LUMBER & MILLWORK ASS'N,  
By Claude E. Flambeau, Secretary.

### Realtors Seem Skeptical

Cleveland.

To the Editor:

There has just come to my desk a circular regarding the October issue of the *American Builder*. This circular carries in headlines the following: "A Clarion Call to a Crusade 'WAR is declared on the widespread notion that Home Building Costs are too high!' To Fight Back with Facts and Figures."

I cannot let this rather startling circular go unheeded. The truth of the matter is that home building costs are too high in spite of the fact that we have better materials, better ideas of house planning and construction, and conveniences to go into a house today than we did ten and twelve years ago. It is also true that many items of equipment are in themselves available at less cost today than they were in days gone by. The fact remains, however, that the whole industry of home building is unorganized, inefficient and I might almost say incompetent.

Building costs are too high for several reasons, two of which I respectfully refer to:

1. When homes are built under labor rules that state that a free American citizen's output of work is limited and that the industrious and efficient man must be pulled down to the level of the mediocre in his daily work, you are bound to have building costs too high. On top of that we know of instances where, even with the relatively modest volume of activity that we experienced early last spring in construction, the shortage of building labor gave dishonest union officials an opportunity to shake down the builders and contractors for substantial sums in order to get men on their job and these dishonest labor officials certainly did not miss the opportunity.

2. The cost of home building will continue to be too high so long as homes are built in the manner in which they are. In England one home builder complained because he only had a mediocre year in building 1,200 homes. There are two other instances in England where one firm built 3,000 homes in a year and another 4,000 homes. My guess is that you could count on the fingers of one hand the American builders who are building 100 homes this year. How can you hope to avoid home building costs being too high when a great industry is conducted in that fashion?

CRAGIN, MORRIS & CO., INC., REAL ESTATE,  
By Warren L. Morris.

### Says Costs Are Higher

Old Greenwich, Connecticut.

To the Editor:

I wish to take exception to the claims which the *American Builder* makes that building costs are lower today than they were previously.

In this particular area, building costs are higher than they ever were at any other time, and your magazine is doing the builders in this area a great disservice by claiming that low costs are possible, in this area anyway, today.

LEE ANDREWS,  
Realtor-Builder

(Continued to page 106)



## Estimating Forms

### The Old Builder's Estimator

Complete estimating forms for one residential job, with a 300 item check list, 7 pages of estimating data, and memo sheets for use on the job. Facilitates the preparation of a complete, itemized, accurate estimate. Three columns are provided for checking every line of the detailed estimate and the forms follow the order in which a residential job progresses.

48 pages, 4 x 7½, paper.....\$2.50  
12 for.....\$2.50

### Contractor's Estimating Records

A complete estimating record for a single job. A 2-page ruled estimating form is followed by a check list for a frame, brick or stone dwelling or apartment house. There are 2 pages for material lists and 2 for millwork lists, with detachable duplicate sheets. On the backs of listing pages are tables and short cut rules for estimating materials.

24 pages, 8½ x 11, paper.....\$3.30  
12 for.....\$3.00

### "Practical" Carpenter's Guide

Contains 11 pages of estimating tables and 54 pages of estimating sheets for figuring any kind of a carpentry job. Forty divisions of work are listed. Space is allowed for writing in the amount opposite each trade.

64 pages, 4 x 7, paper.....\$2.50

### "Practical" Estimate Sheets, Form 514

An excellent sheet for listing all classes of work from the plans. Provides ample space for a full and accurate description of all work estimated, dimensions, quantities, unit and total material and labor costs. Lithographed in green ink on white bond paper.

100-sheet tablet, 8½ x 11 inches.....\$2.75

### "Practical" Summary of Estimate Sheets, Form 515

The front of this sheet contains a complete list of the different classes of work encountered in residential construction, while on the back is a detailed list of practically every operation encountered in the different branches of work. This sheet prevents overlooking an item when making up an estimate. These sheets are particularly convenient when requesting building loans from mortgage houses.

50-sheet tablet, 8½ x 11 inches.....\$2.75

### Quantity Survey and Cost Sheets for Residence Work, Schedule "A"

Three sheets are required to list all the materials that may be required in the construction of a residence and garage. Spaces are provided for describing the materials and telling where they are to be used. Other columns are for price quotations on all items required. Provides for 25 jobs with duplicate sheets, or 50 jobs without.

150 sheets, 12 x 18, cardboard, spiral binding.....\$3.00

### Schedule "B"

Requires one page to list materials required for the construction of a barn or other farm building. Sufficient sheets for figuring 50 jobs with duplicates or 100 jobs without duplicates.

100 sheets.....\$2.50

### Today's Building Estimator

Contains 12 sets of blank forms for taking off quantities so that a complete bill of materials can be made up. The book also contains handy estimating tables.

96 pages, 5½ x 8½, cloth.....\$1.25

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These are Malta's exclusive (patented) features:

3-Way Jamb Clamp;

3-Width Jamb;

Permanent Water-Tight Sill Joints and Supports.

### Be Modern With Malta Get the Proof Today

THERE'S no rattle, leak, sag, sticking or jamming when you install MALTA "SUPREME" WINDOW FRAMES. Malta's exclusive (patented) features assure longer, ever-efficient service to satisfied owners—in any season or climate. Ideal for new or remodeling construction. Made of enduring White Pine—with or without weatherstripping. Ask your mill-man for complete details and prices.



"The Malta  
Mark of  
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Craftsmanship"

THE MALTA MFG. CO., MALTA, OHIO

## MALTA "SUPREME" FRAMES

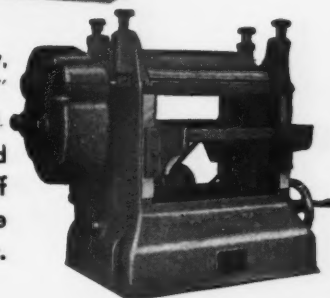


### Lasting Service, Low Price

Every Parks machine is designed to give Maximum service at lowest possible operating cost. All high-grade ball bearings.

MODEL "A"  
PLANING MILL  
SPECIAL

Rip and cross-cut saw,  
22" band saw, 12"  
jointer, tenoner, hol-  
low chisel, mortiser and  
borer, swing cut off  
saw, reversible spindle  
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### 12" BENCH PLANER

Planes material up to 12" wide x 4" thick. Maximum cut 1/4". Takes pieces as short as 6". And as thin as 1/16". Bearings high-grade New Departure ball bearings. Chip breaker and pressure bar completely guard the head and feed rolls. Power: 1/2 to 2 H.P. Weight 300 lbs.

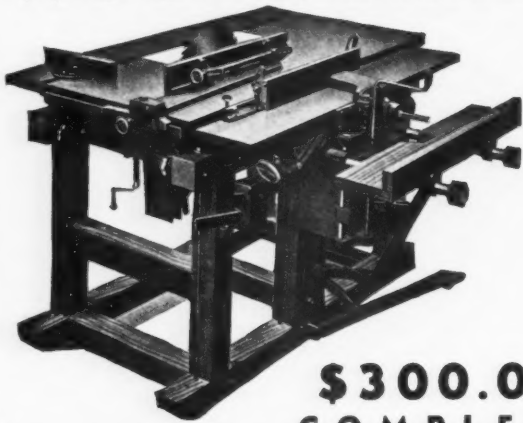
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Complete line of individual and combination Machines

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**\$300.00**  
**PORTABLE COMPLETE**  
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(gasoline or electric motor, band saw and mortising attachment extra)

Use it for ripping, cutting-off, mitering, dadoing, gaining, grooving, rabbetting, tenoning, jointing, planing, boring, matching, moulding, sanding, and mortising. Send for Complete Catalog of Woodworking Machinery

**AMERICAN SAW MILL MACHINERY CO.**  
Makers of Woodworking and Saw Mill Machinery  
60 MAIN STREET HACKETTSTOWN, N. J.

## \$190<sup>00</sup> in 8 DAYS STUCCO SPRAYING



Philip J. Herzberger writes:

Thought you would like to know how I am getting along. Well, my first home was Colocrete built and this job brought me three more homes to Colocrete which I did in eight days, netting me a profit of \$190.00 and now I have three homes and a basement ahead to Colocrete.

This new machine and process completely solves the problem of permanently surfacing new or resurfacing old masonry buildings, walls, etc.

It fuses a waterproofed plastic mixture on any masonry. It fills all cracks and can be applied in any thickness desired and in 30 colors and shades. Fully proven by over twelve years actual use under all conditions and every climate.

### LARGE WAITING MARKET

Owners everywhere want to enhance present values and make their buildings more attractive and livable. The better builders are striving for greater permanence, beauty and salability in their new construction. With COLORCRETE Stucco Spraying, you can supply this waiting market and can offer permanent, colorful surfacing at amazingly low cost. Operators report costs of 2c and up per sq. ft. and sell up to 7c. Some have paid for their equipment from first couple of jobs. Machine capacity up to 600 sq. ft. per hour. Get the facts. The new COLORCRETE Books tell the whole story. Write today. It may mean business independence for you.

**COLORCRETE INDUSTRIES, INC.**  
500 Ottawa Ave. Holland, Mich.



## Letters from Readers

(Continued from page 104)

### We Agree That 4% is Desirable

Lakewood, Ohio.

To the Editor:

When you fellows begin to think in interest of the buying masses, instead of *only that which is profitable to you*, you will "go places and do things."

*Building costs are too high*, see the figures.

Mark Twain said: "There are three kinds of lies, plain lies, damn lies and then statistics."

If you want to do some good go out and work for a *lower interest rate*. Loans up to \$5,000 on homes *should not be more than 4%*.

Go after the "money changer," not the poor laborer, then you will be a real Jefferson Democrat—a "New Dealer" instead of a Republican tory.

THE MCCOY REALTY CO.,  
By D. W. McCoy.

### Wants Lower Costs

Greeley, Colorado.

To the Editor:

Your circular containing the ammunition for a building sales campaign received.

You have the right idea but it seems to us that you fail to interpret this idea.

Comparison of Model T and the 1937 Ford with present homes and those of ten years back may be O.K. as far as style and utility go. As we see the light in this vicinity the comparison ends there.

A new 1937 Ford costs less than the new Model T did when it came out. If you could say the same thing for the 1937 model home it would be a cinch to spread them broadcast over the entire countryside.

The tendency in housing is directly opposite to that in all industry, everything else is being made better and at the same time cheaper, while a new house with the ordinary gadgets which should be built into it costs more now than at any time except immediately after the war. If we could get labor and materials down on a decent basis there would be enough work to absorb all the unemployed who are either able or willing to work.

MORGAN REALTY CO.,  
By H. E. Badger.

### Better Flooring—8% Less

Williamsport, Pa.

To the Editor:

In 1929 we were finishing Cromar Flooring with Silax filler and two coats of the best varnish we could buy. Under methods known at that time we felt we were giving as fine a finish as it was possible to apply to flooring.

In 1937 our product is being finished with a coat of penetrating sealer and a heavy bodied wax-like compound which is ironed into the wood with the aid of heat and high pressure. It is the sub-surface type of finish and a big step forward in giving Cromar users a more durable, longer wearing, and a more easily cared for finish than the kind mentioned in the preceding paragraph.

Today's prices are 8% lower on comparable items. In addition, we are offering another item which, while equal in quality, costs 17% less than any item available in 1929.

THE CROMAR COMPANY,  
By Robert B. Whitehead, Ass't. Sales Mgr.

### Good Team Work

Minneapolis, Minnesota.

To the Editor:

We attach hereto one of the 75,000 copies of the September issue of the INSULITER. The entire issue is devoted to refuting and repelling the wave of propaganda which has swept over our country about the "high cost of building." It shows with articles, charts and figures that a home, at present prices, offers a prudent citizen the greatest possible security for his savings and investment. It also shows that today's prices offer much more house per dollar than the consumer has been able to get in past

(Continued to page 108)



# K&E WYTEFACE

STEEL MEASURING TAPES

*Easy to read...*  
easy to clean, and the crack-proof white surface protects the steel from rust. Ask your dealer, or write for complete information.

EST. 1847  
**KEUFFEL & ESSER CO.**  
HOBOKEN, N. J.  
NEW YORK CHICAGO ST. LOUIS SAN FRANCISCO DETROIT MONTREAL

THROUGH  
the line every time with a

## Speedmatic SAW

IT WORKS LIKE A SMOOTH RUNNING, WELL CONDITIONED FOOTBALL TEAM THAT TAKES NO TIME OUT. IT'S GOOD FOR MANY SEASONS OF TOUGH HARD WORK AND PASSES ALL COMPETITORS.

*Write and ask us why—  
"It is the builder's  
best bet."*

### THE PORTER-CABLE MACHINE COMPANY

1721-11 N. SALINA ST. SYRACUSE, N. Y.



*Added  
Value*

## SAMSON COLUMNS

### add comfort and convenience

When you add a porch to the homes you build you not only add comfort and convenience but you give an added dollar value that is much more than the construction cost.

SAMSON COLUMNS aid you in planning porches and entrances of architectural beauty. Made of the finest materials by expert workmen, you will find they will save you hours of labor on porch and entrance construction. There is a SAMSON COLUMN for every purpose. Our wide range of stock sizes and designs save you time and money. Ask your dealer about SAMSON COLUMNS today or write us for descriptive literature.

### WASHINGTON MANUFACTURING CO. TACOMA, WASHINGTON

Manufacturers of Columns, Porchwork, Door Frames, O. G. Fir Gutter and Fir Finish

## NEW Improved SCHLUETER again SCORES A BULLS-EYE FOR CONTRACTORS in 1937

**CERTIFIED by THOUSANDS  
OF LEADING CONTRACTORS  
BACKED by OVER 40 YEARS  
OF TEST PROVEN DEPENDABILITY**

New improvements have made this outstanding machine the choice of the floor sanding trade. Investigate its cost cutting results—check its amazing capacity for finest quality work and you will also agree that the toughest and biggest jobs can be handled with professional ease and speed, leaving a big margin for EXTRA BIG PROFITS. Watch its high speed as it roughs out old and new floors, sanding right up to the quarter-round, picking up all dirt and dust and leaving a ball-room finish on any floor.

See how perfectly balanced is the sanding drum—how resilient its soft rubber cushion that automatically conforms to every floor irregularity. Look at that special heavy duty motor and the ball-bearing equipment throughout. Just a flip of the switch for either 110 or 220 volts. You can pay more—but you can't get a machine that has proved so efficient, so free from repairs or high speed results as the Improved Schlueter, endorsed by leading contractors from coast to coast.

**MAIL COUPON FOR  
BIGGER PROFITS**

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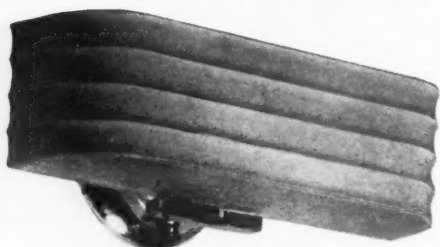
CITY ..... STATE .....

**5-YEAR  
Unconditional  
GUARANTEE**

1137



## The Most Important Light IN YOUR HOME!



In bathrooms and kitchens particularly, correct lighting is of utmost importance. For these rooms, Lightolier has designed fixtures that are both good to look at, and to see by.

Never have you seen such purposeful lighting! For example, the graceful chromium-plated fixture shown above—with prismatic diffusing lens giving ample but glareless light from two lamps—is an invaluable aid at shaving and lipstick time!

Ask your Lightolier dealer to show you Lightoliers for bathrooms, kitchens, and game-rooms; also many new styles for every room.

# LIGHTOLIER

11 East 36 St., New York

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★  
Plan Your Lighting When You're Planning. Write department 511 for free copy of the "Charm of a Well-Lighted Room."



UNDIVIDED WINDOW



DIVIDED WINDOW

## ONE PANE WINDOWS Glazed With Clearlite are Easy On The Eyes!

One pane windows permit an unobstructed view and lessen eye strain. With this better vision there is also a greater percentage of light transmitted than through a multiple pane window. With the trend to larger areas of glass in the home and buildings of all types, consider the use of one pane windows and insist upon their being glazed with Clearlite.

FOR FINE  
GLASS  
SPECIFY



EASY ON THE EYES

FOURCO GLASS CO., CLARKSBURG, W. VA.  
Branch Sales Offices: NEW YORK • CHICAGO • FT. SMITH, ARK.

## Letters from Readers

(Continued from page 106)

years and that there is every likelihood that a rapidly rising rent curve will make today's building costs look like a bargain within a short span of years.

You are at liberty to use any or all parts of the INSULITER as a basis for articles on subjects this issue covers. You may use its charts, pictures or articles verbatim without writing us for formal approval or permission. We would, of course, appreciate credit lines where they are justly deserved.

Should you want extra copies we will gladly supply them.

Just saw your October issue *American Builder*. Its a wow! Congratulations.

THE INSULITE COMPANY,  
By Joe Sanders, Jr., Assistant to Vice President.

## Passing the Good News Along

La Crosse, Wisconsin.

To the Editor:

Thank you for your letter of the 11th and copy of *American Builder*. I can assure you we will use some of the material in your magazine in our magazine LA CROSSE BUSINESS.

LA CROSSE CHAMBER OF COMMERCE,  
By Hugh G. Corbett, General Secretary.

## "Home Building Costs"—Convention Theme

Los Angeles.

To the Editor:

I am quite interested in receiving your circular pertaining to the forthcoming October issue of the *American Builder*.

Some weeks ago I impressed upon the Directors of the State Real Estate Board that the most important topic for thought at their forthcoming State Convention was "Home Building Costs." As a result, they have asked me to prepare an article for the convention this coming week at San Jose, California.

It is my intention to ask the group to urge real estate men, builders and financial institutions throughout the State, to secure copies of the October issue of the *American Builder*, and to give as much publicity as possible to the various valuable points this issue contains.

WALTER H. LEIMERT CO.,  
By Walter H. Leimert.

## From McCall's Jim Hawkins

New York City.

To the Editor:

You are doing a fine job with this gesture, or rather, blow at the high cost bug that seems to have bitten many of the operative builders, as well as individual home-builders.

More power to you!

McCALL'S MAGAZINE,  
By J. Harold Hawkins, Architectural Editor.

## Prominent Newspaper Co-operates

Pittsfield, Massachusetts.

To the Editor:

Under separate cover I am sending a copy of our issue of Saturday carrying six pages of publicity and advertising on "Home Owner Week" now being observed (Oct. 9 to 16) in this state.

A short time ago we received tear sheets from the September issue of *American Builder* portraying what South Bend's Tribune did with a price quoting story and advertisement. We will do the same thing here and will send you tear sheets as you request. I am heartily in accord that talk of high building prices are not in keeping with what the owner actually gets.

THE BERKSHIRE EVENING EAGLE,  
By Edward W. McCormick.

## Local Campaign Is Succeeding

Birmingham, Alabama.

To the Editor:

I thank you for putting me on your press release mailing list. I have been making good use of similar material by quoting it in articles on the subject which I have written for the Sunday Birmingham News-Age Herald. By co-operating with the Cox

(Continued to page 110)



## WILLIS "E'ZIE-LIFT" Garage Door Hardware FOR EITHER OLD OR NEW DOORS

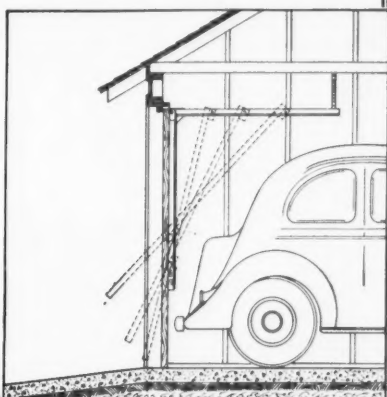
... A hardware easily applied to old or new garage doors ... well within the means of every garage owner ... Its revolutionary action insures the same smooth easy opening and closing the year around ... **INSTALL NOW!!** Avoid that winter annoyance of drifting snow and ice ... Modernize your garage with E'ZIE-LIFT.

Write for circular and Prices

**WILLIS  
MANUFACTURING  
COMPANY**

Galesburg, Illinois

"Standard products" for  
Almost Half a Century

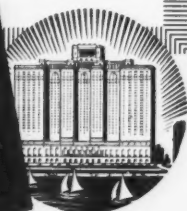


## ...MEN IN THE MAJOR LEAGUES

Those men every community regards as leaders ... in turn demand similar superior performance. In Chicago these men find at The Stevens the atmosphere ... the comfort they demand of a hotel. That's the reason they call The Stevens, "America's Grand Hotel." Their strongest endorsements are their repeated autographs on our register.

OTTO K. EITEL, Managing Director

**STEVENS**  
"America's Grand Hotel"  
CHICAGO



Room, with Bath, from \$3

## SPEED KING



**JAEGER'S  
10S BRIDGE  
BUILDER**

fastest selling, fastest performing mixer--on the road, on the job!

Trails at 35 m.p.h. on two pneumatic tires, Timken bearings--loads and discharges faster, even with stiffest concrete--end discharge cuts cost of placement in the forms. Also built in 75 size. Get new Catalog and prices.

The JAEGER MACHINE Co.  
621 Dublin Avenue  
Columbus, Ohio



OTHER SIZES, TYPES  
3 1/2 to 565



## Be a Contractor-- Make Big Money NOW

Uncle Sam will help you make money if you are ready.

Billions of dollars are being used to make jobs and the Home Building Program offers the biggest chance to make money carpenters have ever known. Are YOU Ready? Can you remodel from start to finish--do you know the tricks of estimating, laying out, etc.? Here's your chance to get these facts--quickly--easily, without study or work--just put your finger on what you want to know instantly. Don't miss the building boom.

## 5 Big Books Shipped FREE

for examination. 2400 Pages, hundreds of diagrams, estimate sheets, etc., instructions on blueprint reading, estimating framing, construction, architectural drawing, plumbing, heating, etc., make these books invaluable to any carpenter who wants to Cash in NOW on today's opportunities. This may be the chance of a lifetime. Jiffy Index makes these facts available in a few seconds. Remember these five big books all shipped to You FREE for examination. Send the coupon, there is no obligation. Get these books and be ready to bid on ANY building or modernizing job NOW.

### Consulting Membership FREE!

Privilege of consulting experts of million-dollar American Technical Society on any building problem for one year without extra charge, if you mail coupon immediately.

For Free Offer Use Coupon--

American Technical Society,  
Drexel Ave. at 58th St., Dept. G-833, Chicago, Ill.

I would like to look at the five books described above. I will pay the few cents delivery charges only and will examine them thoroughly and return them in ten days unless I like them in which case I will send you \$2.00 and after that \$3.00 per month until the total price of only \$19.80 is paid. You are also to send me your book, "Blueprint Reading," and consulting membership certificate without extra charge.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Attach letter stating age, employer's name and address and that of at least one business man as a reference.

## New "GN" Model designed especially for Building Contractors

A popular priced model is this new "GN"... with all the flexibility and accuracy of heavier DE WALTs. Ideal because easily portable right to the job and operating on minimum adequate power consumption.

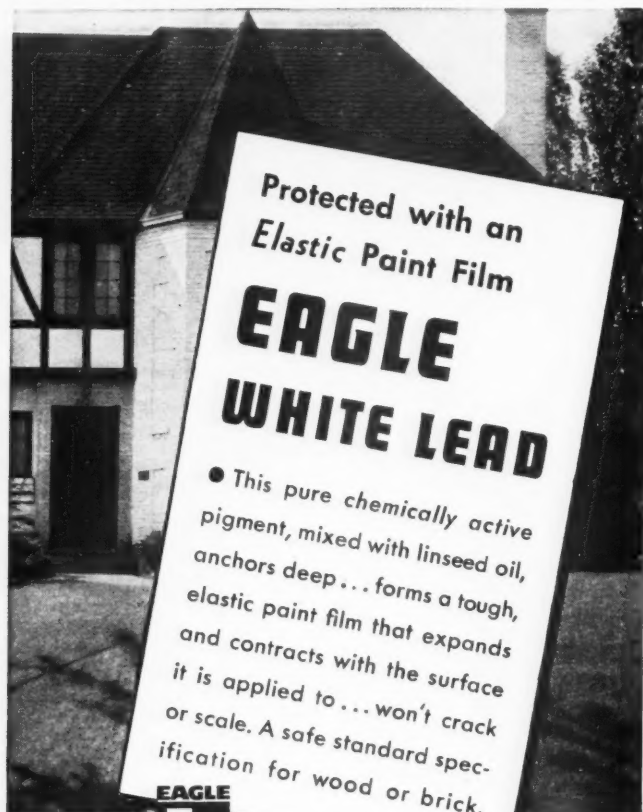


Write or wire for specifications, prices, etc. Or we will demonstrate the "GN" right on your present job. DE WALT PRODUCTS CORPORATION, 308 Fountain Ave., Lancaster, Pa.

# DE WALT

## WOODWORKER

*It talks through its teeth*



THE EAGLE-PICHER LEAD COMPANY • CINCINNATI

## Letters from Readers

(Continued from page 108)

Agency (advertising), the Birmingham lumber and building material dealers have been maintaining a page of building news for the past eighteen months. It has been very helpful in promoting interest in building and in home ownership. During the past six weeks, we have been aggressively refuting the argument that building material prices have risen too much, and are retarding building. It is natural for building operations to taper off toward the end of the year, and, as far as I can recall, at no time has the second half of the year been anywhere near as active as the first half. Unfortunately, people do not think seriously about these matters, but merely repeat, parrot-like, unsubstantiated statements which are the result of wishful thinking instead of knowledge of the facts. These statements must be refuted by members of the building industry, and you are right in recommending local newspaper campaigns to augment the publicity of the national magazine.

ALABAMA BUILDING MATERIAL INSTITUTE,  
By Joseph G. Rowell, Secretary-Manager.

### Equipment Prices Down

Huntington, Indiana.

To the Editor:

I have your general letter of August 16th regarding some facts to combat the public's reaction to the high-cost-of-building propaganda.

We feel that in many cases it is propaganda used by the consumer to try to hammer down prices. On the other hand, equipment costs for homes have not increased in price as much as basic materials and labor. We believe that a price comparison data sheet would be very helpful as far as equipment is concerned. We know that we are giving better values today than we did in 1926 to '29.

THE MAJESTIC COMPANY,  
By W. D. Redrup, President.

### Nation-Wide Condition

Kansas City, Missouri.

To the Editor:

Your October issue surely contains many valuable facts and conclusions on comparative building costs. They are obviously accurate and from dependable sources.

If we, as builders, would lay aside our purely personal reasonings and present to the public a uniform and authentic story based on these facts we should soon find opinion turning to our favor.

We know that we are giving the best house values ever seen in our localities. You show us this condition is nation-wide. It should strengthen our convictions.

I hope to see you carry on the good work.  
RESIDENTIAL ENGINEERING COMPANY,  
By John J. Falkenberg.

### Puts October Issue to Work

Kansas City, Mo.

To the Editor:

We have just received the October number of your magazine. This is a most excellent edition, one of the best you have ever gotten out. We have written our managers calling their attention to this particular number.

DASCOMB-DANIELS LUMBER COMPANY,  
By J. N. Daniels.

### Carried a Lot of Water

Richmond, Va.


To the Editor:

You are doing a good job and I want to congratulate you on it. We need more of this sort of publicity. Certainly the building material dealer needs it, because he is the one who is blamed for all of these increased costs, the complainer forgetting that all factors are contributing to the increased cost of building over 1932.

We still compare favorably to 1929, certainly on cost building, but we are concededly far above 1932 on cost building. I am deliberately using the term "cost," because prior to 1929 and during that year much of our domestic building was financed on first and second mortgages which, due to inadequate financing, carried a lot of water. For instance, it wasn't unusual in this market for a builder to put \$7,000 or \$8,000 into a home and sell it for \$11,000

(Continued to page 112)





# STEEL IN STOCK

• Steel of every kind, in all shapes and sizes, is carried in Ryerson stocks ready for Immediate Shipment. Unusual facilities for cutting, handling and shipping assure accuracy, dependability and speed. When you need steel draw on the nearest Ryerson plant.

**PRODUCTS INCLUDE:**  
 Bars • Sheets • Plates • Shafting • Stainless  
 Screw Stock • Alloy Steels • Tool Steels  
 Structural • Welding Rod • Tubing, Etc.

*Write for the Ryerson Stock List*

# RYERSON

Joseph T. Ryerson & Son, Inc., Chicago, Milwaukee,  
 St. Louis, Detroit, Cleveland, Cincinnati,  
 Buffalo, Philadelphia, Boston, Jersey City

STATEMENT of the ownership, management, circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933, of AMERICAN BUILDER AND BUILDING AGE published monthly at Chicago, Ill., for Oct. 1, 1937.

State of Illinois } ss.  
 County of Cook }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bernard L. Johnson, who, having been duly sworn according to law, deposes and says that he is the editor of the AMERICAN BUILDER AND BUILDING AGE, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Simmons-Boardman Publishing Corporation, 105 West Adams St., Chicago, Ill.

Editor, Bernard L. Johnson, 105 West Adams St., Chicago, Ill.

Managing Editor, None.

Business Managers, Robert H. Morris, 105 West Adams St., Chicago, Ill.

2. That the owners are:

Simmons-Boardman Publishing Corporation, 30 Church Street, New York, N. Y.; Stockholders of 1 per cent or more of the total amount of stock are: L. B. Kerfoot, 15 Hilleret Dr., Pelham Manor, N. Y.; P. A. Lee, Hopatcong, N. J.; Henry Lee, Hopatcong, N. J.; E. G. Wright, 398 N. Walnut Street, E. Orange, N. J.; S. O. Dunn, 105 West Adams Street, Chicago, Ill.; C. E. Dunn, 3500 Sheridan Blvd., Chicago, Ill.; L. B. Sherman, 375 Sheridan Road, Winnetka, Ill.; Mae E. Howson, 105 West Adams Street, Chicago, Ill.; B. L. Johnson, 6949 Bennett Ave., Chicago, Ill.; Estate of Robert Mallory, Jr., % Chase National Bank, 11 Broad Street, New York, N. Y.; Spencer Trask & Company, 25 Broad Street, New York, N. Y. General partners of Spencer Trask & Company are: E. M. Bulkley, Acosta Nichols, Cecil Barret, C. Everett Bacon, William R. Basset, F. Malbone Blodget, Henry S. Allen, Henry M. Minton, William Kurt Beckers, Arthur H. Gilbert, all of 25 Broad Street, New York, N. Y. Percival Gilbert, William E. Stanwood, both of 50 Congress Street, Boston, Mass., are General partners, Henry A. Colgate, 25 Broad Street, New York, N. Y., Special partner, and S. Bayard Colgate, Special partner, 15 Exchange Place, Jersey City, N. J.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BERNARD L. JOHNSON,  
 Editor.

Sworn to and subscribed before me this 23rd day of September, 1937.

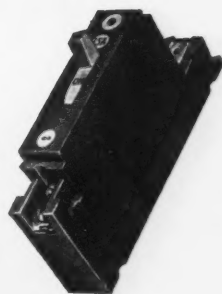
(SEAL)

ANNE A. BOYD,

(My commission expires Dec. 10, 1939.)

IT'S NEW!  
 IT'S DIFFERENT!

It's the New



## "DUBLBRAK" CIRCUIT BREAKER

For 125 Volt AC or DC Service . . . 6 to 50 Amperes

HERE'S the new FA thermal Circuit Breaker . . . made exclusively by Frank Adam . . . incorporating positive, double-break contacts, with low-arcing, quick-make and quick-break action.

Entirely new design assures automatic interruption of sustained overload or short circuit . . . Trip-free, non-closeable on overload or short circuit.

Approved by Underwriters' Laboratories for both AC and DC Service . . . Available January 1, 1938 . . . Write for details.

When circuit is automatically interrupted, the red-dot signal button pushes out beyond the face of the unit and the handle remains at the "ON" position and indicates the tripped condition . . . To restore service it is only necessary to move the handle to the full "OFF" position and then to the "ON" position.

# Frank Adam

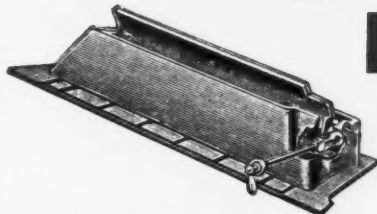
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ST. LOUIS

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whose Fireplace has a  
**PEERLESS**  
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UTMOST fireplace pleasure demands a damper that stops back drafts, smoke and heat losses—and that seals the flue when fireplace is not in use, thus assuring efficient operation of air conditioning units. Peerless Dampers meet every requirement in a superior way. Write for illustrated literature.

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*and better*  
**MORE ROOFING**  
**FOR THE**  
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Our prices on improved, interlocking metal shingles knock the props from under those who complain of high costs for roofing. You can buy our improved metal shingles in Old English design or any other of our equally attractive patterns, at lower cost than shingles of combustible materials. Moreover, you can lay them faster and guarantee your customer a life time of roofing satisfaction.

Write for Metal Tile and Shingle Catalog No. 72. Please give name of your dealer.

**THE EDWARDS MANUFACTURING CO.**  
 542-562 Eggleston Avenue Cincinnati, Ohio

**for OAK FLOORS**  
 in PLANK  
 or  
 STANDARD  
 STRIP



*that*  
**LAY RIGHT**  
*because they're*  
**MADE RIGHT**



In NOFMA Certified Grades

Available through local distributors everywhere.  
 Write for FREE booklet.

**ARKANSAS OAK FLOORING CO.**  
 PINE BLUFF, ARKANSAS

## Letters from Readers

(Continued to page 110)

to \$13,000. Anybody can easily build the same house today for less than \$7,000 or \$8,000. But, the house that is costing \$12,000 today could have been built in 1932 for \$8,500 or \$9,000. The house that cost \$7,000 to \$8,000 in 1929 could have been built in 1932 for as little as \$4,500 to \$5,000.

VIRGINIA BUILDING MATERIAL ASSOCIATION,  
 By Harris Mitchell, Secy.-Mgr.

### "Most Needed" Campaign

Indianapolis, Ind.

To the Editor:

I want to congratulate you on this campaign. I feel that it is probably the most needed campaign that can be launched in our industry.

If we can be of any assistance to you, feel free to call on us.

THE INDIANA LUMBER AND BUILDERS'  
 SUPPLY ASSOCIATION,  
 By R. W. Slagle, Secy.-Treas.

### Stop Adverse Publicity

Lansing, Mich.

To the Editor:

We certainly appreciate having you write us on this subject and assure you that we are willing to do our part in any way possible to help you put over this program as we believe that it is necessary that something of this kind be done in order to stop the adverse publicity that the Building Industry is getting at the present time.

MICHIGAN RETAIL LUMBER DEALERS  
 ASSOCIATION,  
 By Hunter M. Gaines, Sec'y.

### Fundamentally Sound

Rochester, N.Y.

To the Editor:

This effort which you are making to correct false price thinking on the part of the building public is fundamentally sound, and very much needed. As a matter of fact, I have been thinking about this subject for about a month before hearing from you, and was debating the best method of attacking the problem.

I shall be glad to cooperate in every way we can to spread this message, and to urge retail lumber dealers to get it before their customers and the building public in general.

NORTHEASTERN RETAIL LUMBERMENS  
 ASSOCIATION,

By Paul S. Collier, Secy. Mgr.

### Practical Prefabrication Is Here

St. Paul, Minn.

To the Editor:

I would like to bring out some improvements in building materials to illustrate a fact which the layman is far from recognizing, and that is that the principle of prefabrication has been developing in housing for a number of years and that today the so-called conventionally built house is really utilizing this principle to a surprising degree.

Let us highlight the major classes of house building material to see how they have been prefabricated for mere assembly on the job, which is the basic fundamental of prefabrication.

If we start in with the basement, we find that there are precast concrete blocks generally available for use as foundation walls. There is no remanufacturing of this item on the job. The operation is merely one of assembly of prefabricated units.

If we next take the bearing posts and girders, we find that where wood is used it is possible with precision lumber to assemble these two items without any remanufacture on the job, as it is not necessary to trim or square them where the lengths specified are the standard lengths of lumber manufactured, which can be the case with practically no serious restriction on design. The same is true of the joists and studs.

Next we come to sheathing and siding which we have just discussed. We estimate the amount of lumber that may be used without remanufacture to be seventy-five per cent of the total amount

(Continued to page 114)

# FEATURES that make Sterling an easy winner!

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|------------------------------|---------------------------|
| 1 Perfect Balance.           | 6 Malleable Wheel Guards. |
| 2 10-spoke Wheels.           | 7 Channel Steel Legs.     |
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| 4 Welded Trays.              | 9 Clear Maple Handles.    |
| 5 Heavy Continuous Tray Rod. | 10 Interchangeable Parts. |

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No. S-18  
Sterling Wheelbarrow

## HOW TO BECOME AN EXPERT WINDOW DOCTOR



● Here's how to help your customers get rid of drafts, rattles, sticking and all other "window pains" forever!

You can sell more satisfaction and make more money by recommending Curtis Silentite windows. They are trouble-proof, insulated and can save an owner as much as 25% of his annual fuel bill.

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MAKES soft wood...

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stains beautifully... and two coats of REZ give a natural high gloss finish. THERE'S NOTHING ELSE LIKE REZ. Ask your dealer or write:

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Order Fir Plywood "Rezited-at-Mill"

## Fireplace Furnishings AT LOW COST

Andirons, Firesets, Screens, Baskets, Grates and Period Mantels. Finished in polished or antique brass, wrought iron, modernistic chrome and copper.

★ Also artificial portable electric fireplaces for modernization and "Victor" electric heating fireplaces; electric log outfits. Highest quality materials—products of experts specializing in fireplace construction for over thirty years.

Write for catalog, and folder which gives you proper fireplace dimensions and helpful building suggestions to insure successful fireplace.

**COLONIAL FIREPLACE COMPANY**

Established 1906

MAKERS OF THE FAMOUS COLONIAL FIREPLACE DAMPER

4604 WEST ROOSEVELT ROAD

CHICAGO, ILLINOIS

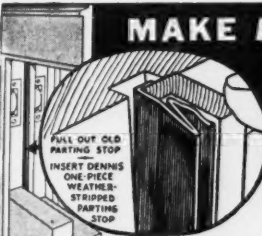


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DOUBLE CUSHION

BRONZE WEATHER STRIPS

Easily Installed Without Removing Sash or Doors!



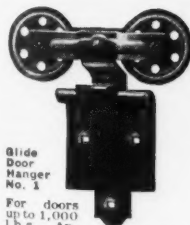
Now you can make quick, new profits by selling genuine Dennis Double Cushion Spring Bronze Weather Strips for modernizing jobs and new homes. The easiest to install—comes attached to new parting stop. Patented "S" fold gives double spring action. Prevents cold air leaks. Makes snug weatherproof seal conforming to all warping, shrinkage and expansion of sash and doors. Endorsed by architects and builders for saving fuel. Ask your jobber or write for new 1937 Weather Strip Catalog.

**W. J. DENNIS & CO.**

2110-20 WEST LAKE ST. CHICAGO

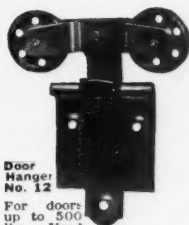
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For doors up to 1,000 lbs. Applied inside, protected from weather—applicable to any thickness of door. Flexible hinged drop strap.



Door Hanger No. 12

For doors up to 500 lbs. Used with either "Shedwell" or "Runwell" Track. Has all the features of the famous "Glide."

Recommend the line that builds goodwill. The Frantz guarantee of quality protects your good name and assures customer satisfaction without expense to you... exclusive Frantz features make selling easier. Write today for name of nearest dealer. He will gladly share profits with you.

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"Glide," the ORIGINAL water-shed track. Track-and-cover in one piece. Patented telescopic joint—no brackets required. Weather-proof—bird-proof. Easy to install. Made of rust resisting steel.



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HAVE **ALABAX**

**PORCELAIN LIGHTING FIXTURES**

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ALABAX DIVISION—Pass & Seymour, Inc., Syracuse, N. Y.

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### NAIL-ATTACHED BRACKETS

#### SAVE TIME, LABOR, MONEY

● You can save the original cost of Trouble-Savers many times over in time, labor and lumber! Thousands constantly in use from 10 to 15 years and no trouble! Assured safety; quickly adaptable; nothing to wear out!

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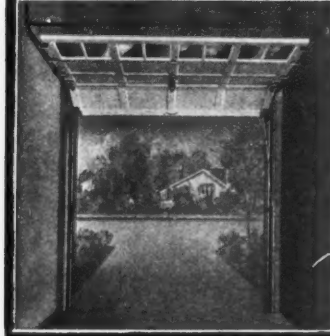
● There is a complete line of "Trouble-Saver" Steel Scaffolding—Scaffold Brackets, Adjustable Trestles, Ladder Jacks and Hooks, Steel Horses, etc. Write—NOW—for complete catalog and prices!

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MITERING  
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SHAPING  
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## WINTER STEPS UP DEMAND FOR **WAGNER**



### OVERHEAD DOORS

Car owners then appreciate the weather-tite, easy-opening and closing features of Wagner Doors.

#### WAGNER "GLIDE-OVER"

The perfect operating, modern Overhead Door. Doors and hardware complete. Hand or electric operated, for home or commercial installations. Write for folders on Wagner Overhead Doors.

**WAGNER  
MANUFACTURING CO.**

Dept. AB, CEDAR FALLS, IOWA

## Letters from Readers

(Continued from page 112)

of lumber used. Before the advent of precision squared exact length lumber, all lumber had to be remanufactured to a degree on the job. It might be in order to point out that items of flooring, dropsiding, and all pattern lumber are excellent examples of prefabrication with which we have become so familiar that their significance has been lost sight of. However, their economy over hand hewn and hand planned lumber should be given note.

There are other items in which improvements have been made which reduce the hand labor required on the job. Prefit windows are an outstanding example. Prefinished floors are another illustration of the same principle. Stained shingles illustrate the same principle but here by incorporating a finishing operation. Trimpak should be added to the list, and blanket insulation might be included as illustrating a material which needs only to be fastened in place to perform its function.

Wood lath, metal lath or composition plaster base all illustrate products which are manufactured in standard sizes for house construction and when used are in the main merely fitted into place.

A review of the items mentioned above indicates that at our present stage of development the concerns manufacturing materials going into house construction have developed that manufacture to a point where all materials even today can be used largely by assembling them together and doing almost no remanufacturing on the job. The point I want to make is that, while there has been a great deal of ballyhoo about prefabrication, the building industry long before this ballyhoo started was slowly incorporating the principles of prefabrication and standardization by the slow process of evolution; that today if common practice accepted all of the developments now available, the erection of a small building would be merely the assembly of a number of standardized units to a surprising extent.

WEYERHAEUSER SALES COMPANY,  
By T. L. O'Gara.

### Lancaster Interested

Lancaster, Pa.

To the Editor:

I am acknowledging receipt of your letter of October 11th as well as the October copy of the *American Builder*. I find your publication very interesting. I shall be glad to bring this material to the attention of the proper officials in our organization.

LANCASTER CHAMBER OF COMMERCE,  
By L. W. Newcomer, Secretary.

### Finds Information Valuable

Pine Bluff, Ark.

To the Editor:

We have received the October issue of *American Builder* and wish to congratulate you upon the valuable information contained therein and the wonderful illustrations in both the advertising as well as editorial matter.

We shall be glad to discuss the subject matter of your letter with the building contractors within our membership.

PINE BLUFF, ARKANSAS, CHAMBER OF  
COMMERCE,

By Geo. C. Merkel, Secretary-Manager.

### Taxed to Death

Woodville, O.

To the Editor:

Frankly, if the Administration in Washington is serious about this cry of finding work for the unemployed and relieving the Government of providing for them, they should curb their own inactivities to permit building without being taxed to death through organized labor, undistributed profits tax, corporation tax, sales tax, etc. Building lime and portland cement have probably never been sold at a lower margin of profit than at the present time. The selling price of finishing lime to the dealer trade is \$10.50 Woodville. In the days after the war, the selling price was \$14.00 a ton. As a matter of fact, our labor cost as well as some of our other costs are higher today than they were after the war. The shorter hours have still further increased the inefficiency.

THE OHIO HYDRATE & SUPPLY COMPANY,  
By Fred Witmer, President.

## CEMENT SIDEWALK STAMPS

Made in Four Standard Designs

Size 4" x 8"

Sharp, clear-cut, permanent identity



3 lines with border (standard).....\$12.00  
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Also Made to Meet All State Requirements  
ADDITIONAL PRICES ON APPLICATION

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## "BRADLEY BRAND"

the standard of comparison  
in **HARDWOOD FLOORING**  
**OAK - - - - - BEECH**



ALSO

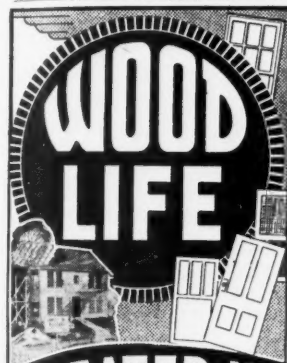
**GUM and OAK TRIM AND MOULDINGS**

AT YOUR DEALERS

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### WOOD WON'T SWELL, SHRINK OR WARP!

Blue Stain Won't Develop!

WOOD LIFE TREATMENT gives protection against these recognized evils. Write for full information.

On YOUR Next Order—

The next time you order sash, frames, doors or other wood parts, ASK THE SALESMAN ABOUT WOOD LIFE TREATMENT. . . it costs very little more!

## TREATED WOOD IS BETTER!

PROTECTION  
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## TRIMPAK

**F**INEST interior window and door trim. Shipped in all woods. Grade—CLEAR (as Webster defines the word). Manufacture—perfect. Moisture content—8%. These three qualities are guaranteed. Shipped in cartons for your protection.

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BEAUTIFUL  
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For All Interior  
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We manufacture iron fence, gates, iron and wire window guards, chain link wire fence, etc. Send us measurements showing your requirements—We will forward suitable illustrations—And quote you prices.

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MAKE THAT  
**EXTRA  
PROFIT**

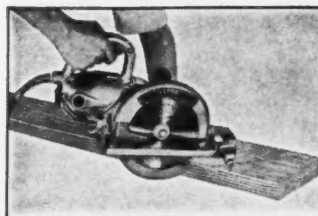
## INSTALL ALLMETAL WEATHERSTRIP

New building and remodeling jobs create a big demand right now . . . a source of profit you can easily cash in upon with

**ALLMETAL WEATHERSTRIP**  
Easy to install. Profitable. Always efficient and satisfactory. Get your share of the weatherstrip business NOW. Write for price lists and free display charts now.



## This NEW Electric Saw Was Built for YOU



Designed for true one-hand operation! A light, inexpensive electric handsaw with sufficient cutting capacity to handle all your work. Frames hip-jacks out of full 2" lumber. Brand new! Write for detailed information on the WAPPAT Model 1-A Saw.

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Division of Simonds Saw and Steel Company

# SELECTED CATALOGS

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The publications listed below may be obtained without charge either by using the coupon, listing the numbers desired and mailing to American Builder, 105 West Adams Street, Chicago, or by applying on your business stationery to the manufacturers direct, in which case kindly mention this publication. Either the titles or the numbers may be used in ordering. This list is an editorial feature for convenience of our readers.

### CONTRACTORS' EQUIPMENT

**368—Bearcat Contractor's Portable Saw Rigs**—A new 4-page folder illustrates the Bearcat Model C-O and the Bearcat "Junior" portable power saws for contractors and builders.—THE PAXSON CO., Dowagiac, Mich.

**369—Markwell Tackers**—The Markwell stapling machines and tackers are described in new circular matter. Their use for making window and door screen is described.—MARKWELL MANUFACTURING CO., Inc., 200 Hudson St., New York City.

**370—New Rex Equipment**—The new Rex speed prime pumps and the new Rex modern drum mixers are illustrated in a 2-color broadside giving full details of construction and capacity.—CHAIN-BELT CO., Milwaukee, Wis.

**371—25th Anniversary for Construction Machinery**—A new 25th Anniversary edition covering the mixers and construction equipment now offered by the Construction Machinery Co., is ready for distribution. It is a modern ring-binder catalog of 24 pages with postcard supplement for handy use in obtaining any further desired information. Concrete mixers in various sizes, water mixers, hoists, dump carts and barrows are included.—CONSTRUCTION MACHINERY CO., Waterloo, Ia.

**372—Holt Floor Machine**—A new 4-page data sheet presents the Holt line of electric floor surfacers. Pictured and described are the 8" DeLuxe model, which weighs 160 lbs., the 12" Deluxe model, weighing 175 lbs., the 8" whirlwind model, weighing 175 lbs., and the 12" whirlwind model weighing 190 lbs. These are heavy, rugged machines for the professional floor men, designed to give super-performance.—HOLT MANUFACTURING CO., Newark, N. J.

**373—Boice-Crane Power Woodworkers**—A new 1938 catalog lists the complete line of 20 models in 10 types, including circular saws, band saws, jig saws, shapers, grinders, sanders, jointers, drill presses, planers, tapping machines and metal spinning equipment. This enlarged catalog of 44 pages contains interesting material for woodworkers, metal working shops, industrial firms and schools.—BOICE-CRANE CO., 1730 Norwood Ave., Toledo, O.

**374—Wodack Portable Electric Tools**—A convenient 24-page folder pictures and describes the complete line of Wodack drills, hammers, grinders, buffers, groovers, drill stands and radial arms.—WODACK ELECTRIC TOOL CORP., 4627 W. Huron St., Chicago.

### EQUIPMENT FOR BUILDINGS

**375—Rol-Top Service Doors**—Bulletin No. 3 presents 8 pages of illustrations, descriptive text, detail drawings and specifications of the Kinnear Rol-Top door for any industrial or commercial service opening.—THE KINNEAR MANUFACTURING CO., Columbus, Ohio.

**376—Empire "Automatic Hinge"**—General information regarding the Empire "Automatic Hinge" patented garage door hardware is presented in a new 12-page data sheet illustrated with photographs and working drawings.—THE EMPIRE PLOW CO., Cleveland, O.

**377—Air Conditioners**—"Norge Air Conditioning for Every Home" is a de luxe 42-page loose-leaf portfolio in fabrikoid binding telling "things you should know about air conditioning and air conditioning units" and also illustrating and describing the late models of Norge air conditioning equipment, including filters, fans, oil burn-

ers, conversion oil burners, coal stokers, steel furnaces, automatic water heaters and the Norge Fine-Air unit.—NORGE HEATING AND CONDITIONING DIV., Borg-Warner Corp., Detroit, Mich.

**378—"Round Oak" Air Conditioning Equipment**—The newest of products from the oldest of firms in the heating field are presented in a sprightly data book with de luxe plastic binding, known as Catalog No. 10-37, and carrying the title, "Round Oak Presents a Complete Line of Quality Heating and Air Conditioning Unit." In 54 pages, many of them in color, the complete line of Round Oak steel and cast furnaces for solid or liquid fuels, automatic oil burners and air conditioning equipment is presented.—ROUND OAK CO., Dowagiac, Mich.

**379—Speakman Showers and Fixtures**—"For the Well Planned Bathroom" is an attractive 16-page catalog illustrating and describing the complete line of Diamond and Wildel faucets and fixtures for shower bath, tub bath, lavatory, sink, etc. This is known as catalog No. K-3.—SPEAKMAN CO., Wilmington, Del.

### BUILDING MATERIALS

**380—Marquette Manual, High Early Strength Cement**—A new 72-page manual for cement users gives time-saving, cost-saving facts and over 75 photographs of various uses, together with many graphs and tables. Sections of this new book tell of the advantages of this type of cement to the public, to the owner and to the builder, the architect, the engineer and the concrete products manufacturer. A chapter on concrete work in freezing weather is particularly timely.—MARQUETTE CEMENT MFG. CO., Chicago.

**381—Lehigh Early Strength Cement**—Questions and answers regarding early strength cement and more particularly, Lehigh Early Strength Cement, are presented in a well illustrated manual, first answering the question, "What is Lehigh Early Strength Portland Cement?" and showing its interest and importance to property owners, bankers and public officials as well as to architects, engineers, contractors and builders. This handbook goes on to discuss the practical problems of present-day concrete construction, presents estimating data and detailed analysis of 7 specific jobs.—LEHIGH PORTLAND CEMENT CO., Allentown, Pa.

**382—Streamline Copper Service Pipe**—How to cut costs and get a better installation by using copper pipe and Streamline fittings for water service and gas service is graphically told in a new 6-page data sheet prepared by the—Streamline Pipe and Fittings Div., MUELLER BRASS CO., Port Huron, Mich.

American Builder,  
105 W. Adams St.,  
Chicago, Ill.

(November, 1937)

Please have the following Catalogs listed in this issue sent me—

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Name .....

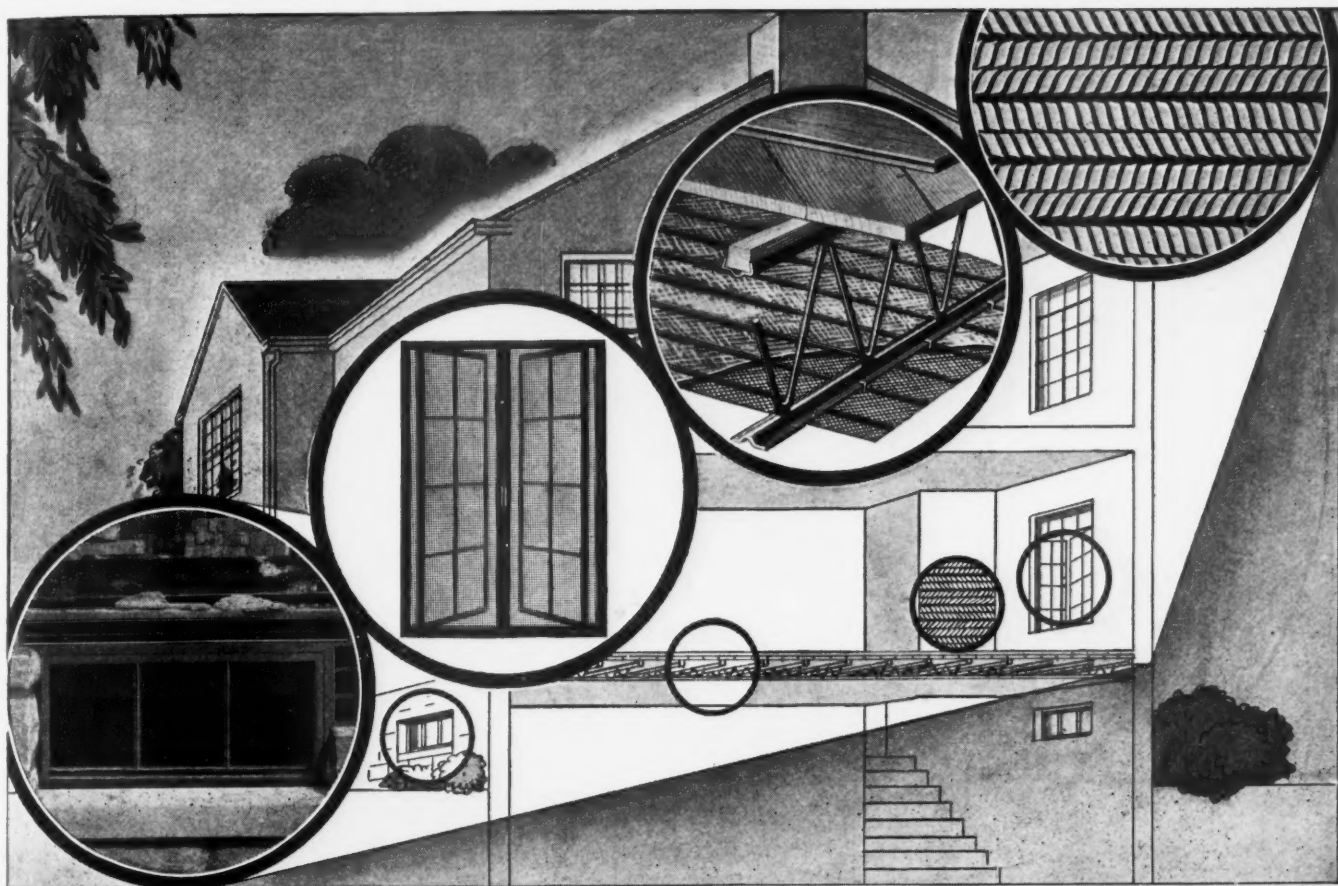
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Truscon provides builders and building supply dealers with the most extensive group of steel products available from any other manufacturer in this field. Furthermore, Truscon maintains a nation-wide system of 57 sales-engineering offices and 24 well-stocked warehouses. Here is an organization every builder and building supply dealer can use to his LASTING PROFIT! . . . Write for complete details.

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**“ WE’VE  
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OUR PROFITS  
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***Saw Horse!* ”**



**“ When we used ordinary lumber, we spent almost half our time sawing—now we use 4-Square Lumber—it saves our time, prevents waste, makes more money for us! ”**

That's the way the modern builder talks—he's a 4-Square user because 4-Square is *improved lumber*—consisting of refined, labor-saving items that need less trimming, that go in place accurately, that save valuable time and that deliver tight, strong, rigid, low-cost buildings!

It will pay you to get acquainted with 4-Square Lumber and with your 4-Square

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Use this coupon to get complete details on 4-Square Lumber.

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**WEYERHAEUSER  
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LUMBER**

WEYERHAEUSER SALES COMPANY  
SAINT PAUL, Dept. AB-12, MINNESOTA

Please send me details on 4-SQUARE ENDLESS LUMBER and on other 4-SQUARE products.

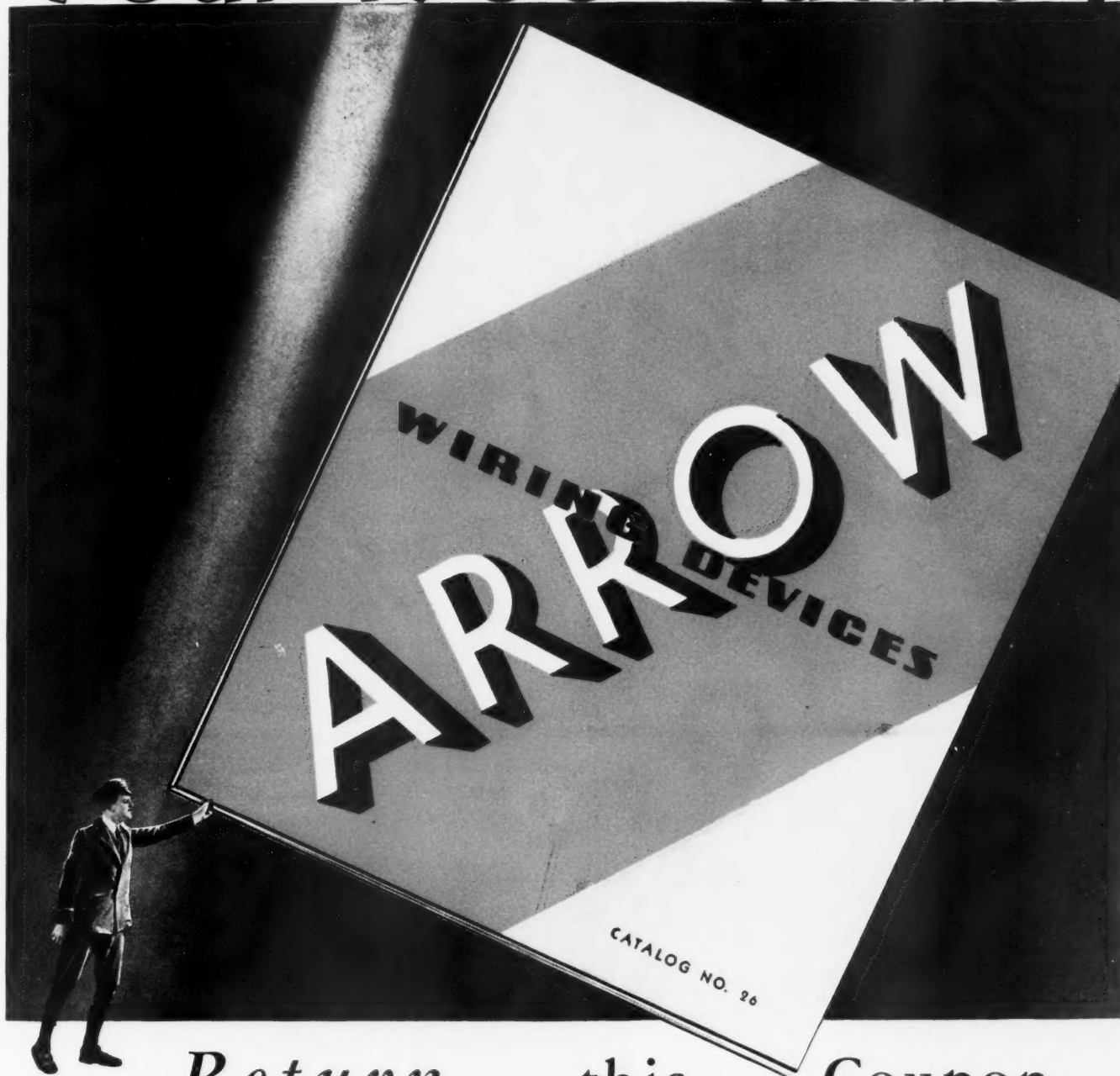
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# BARBER Genasco means *The Vital Element*...and The Vital Element means Top-quality Asphalt!

WHEN you examine any building material, you're naturally interested in two things — first, what it's made of; and, second, how it's made. And Barber Genasco Roofings are tops on both counts.

For any product that bears the Barber Genasco name is made with *The Vital Element* — Trinidad Native Lake Asphalt. This peer of all asphalts is an exclusive Barber feature. It is "mined" from the surface of the famous asphalt lake on the tropical Island of Trinidad, and shipped directly to Barber plants in the United States. All its superb weatherproofing qualities and resistance to heat, cold, rain and snow are at their best in Barber Genasco Roofings.

The workmanship that goes into Barber Genasco Products is second-to-none. For many years, Barber has been manufacturing fine asphalt shingles and roofings . . . studying them . . . testing them . . . improving them. Today Barber Genasco Shingles and Roofings are available in a wide variety — to give years of service in any climate.



Barber Genasco Vital Element Shingles and Roofings are lending an inimitable beauty and charm to homes throughout the United States.

**CHUNKS OF NATIVE ASPHALT** — Contrary to general belief, Trinidad Lake Asphalt is not soft and "mushy," but sustains a narrow-gage railroad on its surface. On the other hand, it is neither brittle nor "lifeless." Even after millions of years of exposure to the weather, *The Vital Element* has a natural vitality never yet duplicated in any asphalt.



When your judgment is asked on asphalt products, keep these two facts in mind — *The Vital Element* has no equal . . . and only Barber makes shingles and roofings that contain genuine Trinidad Native Lake Asphalt. Barber will be very glad to give you the authentic answer to any asphalt questions or problems you may wish to present. Address

**THE BARBER COMPANY, INC. • ASPHALT HEADQUARTERS SINCE 1883**

PHILADELPHIA • PENNSYLVANIA

SHINGLES • SIDINGS • ROLL ROOFINGS • BUILT-UP ROOFINGS

## Always a Good Word for **SUNBEAM**



Few builders more carefully check results in the houses they build than Gundersen & Shepherd of Cleveland. The satisfaction of past clients determines the choice of building materials for their new houses. Enthusiastic comments like these . . . "Our SUNBEAM gives us whole house comfort"—"Our heating costs are noticeably lower"—"We could not ask for more healthful heating" . . . are the reason why SUNBEAMS will be found in so many Gundersen & Shepherd houses.

This home owner appreciation of SUNBEAM performance and economy started back in 1884, SUNBEAM's birth year. Since then SUNBEAM has pioneered the field in producing high quality, scientifically engineered and dependable heating and air conditioning equipment. A SUNBEAM Air Conditioning installation gives assurance to your clients that their homes will have uniform, automatic, trouble-free heating . . . the air they breathe will be filtered clean, humidified and healthfully conditioned.

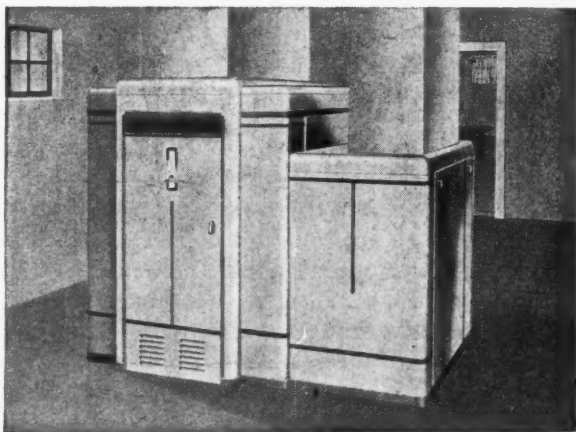
Mail the coupon today for details of our free planning and layout service for builders.

from the clients of  
**GUNDERSEN and SHEPHERD**



### NOTED CLEVELAND BUILDERS

Upper left—Shaker Heights, Ohio. One of the many beautiful, SUNBEAM equipped houses built by Gundersen and Shepherd in this nationally known Cleveland real estate development.



### COMPLETE IS THE WORD

for the SUNBEAM line. There are furnaces and air conditioning units for oil, coal and gas—for any size house—for any price class.

**THE FOX FURNACE COMPANY, ELYRIA, OHIO**  
Division of American Radiator and Standard Sanitary Corporation

**SUNBEAM**  
**AIR CONDITIONING**  
**HAS MUCH TO OFFER**

The Fox Furnace Company,  
Elyria, Ohio.

Please send me complete details on SUNBEAM Air Conditioning Units and your free planning service.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

AB-12-37



# "THE WHOLE AUTOMATIC HEATING AND AIR-CONDITIONING PICTURE IS *changed* WITH ANTHRACITE EQUIPMENT"

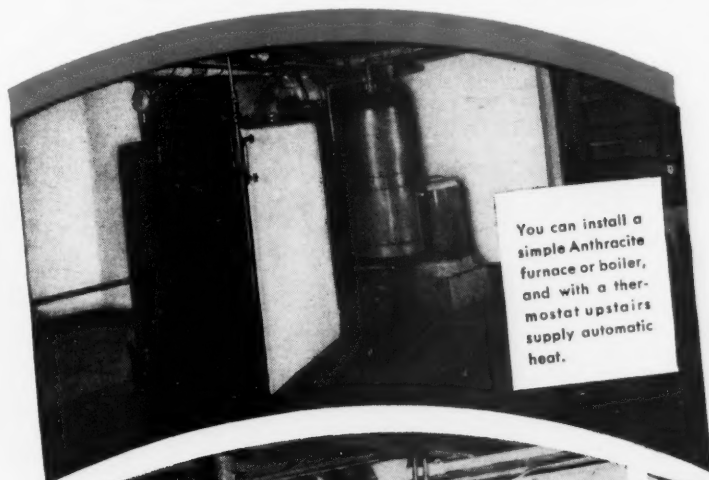
"I thought I was posted on all modern equipment, but my eyes opened wide at the amazing advances in automatic Anthracite heating and air conditioning."

More and more architects and builders show decided preference for modern Anthracite equipment. Check the reasons. (1) The range of modern Anthracite equipment permits automatic heat within the budget of the most modest dwelling. You can supply automatic heat with an adequate furnace, or boiler, and an inexpensive thermostat, thus stretching fueling periods to 12 hours or more. You can install a magazine feed boiler, that needs no attention from 24 to 48 hours, or you can provide all-season fueling and ash handling with an

automatic Anthracite burner. (2) Anthracite equipment is sturdier and far more permanent. (3) Anthracite offers advantages no other fuel can match. It is safest, cleanest and most dependable. Anthracite prices have steadily dropped, while costs of other fuels have risen. The savings with Anthracite often pay for the equipment.

Send for a copy of the book "Modern Anthracite Equipment." It contains pictures and descriptions of modern Anthracite equipment in the newest designs. You will find it very interesting.

Anthracite Industries, Inc., also stands ready to help you with any problem affecting Anthracite. Write ANTHRACITE INDUSTRIES, Inc., Chrysler Building, New York.



*Pennsylvania*  
**ANTHRACITE**  
COAL



This seal of approval appears on Anthracite equipment only after it has passed the most rigid tests in the heating field.

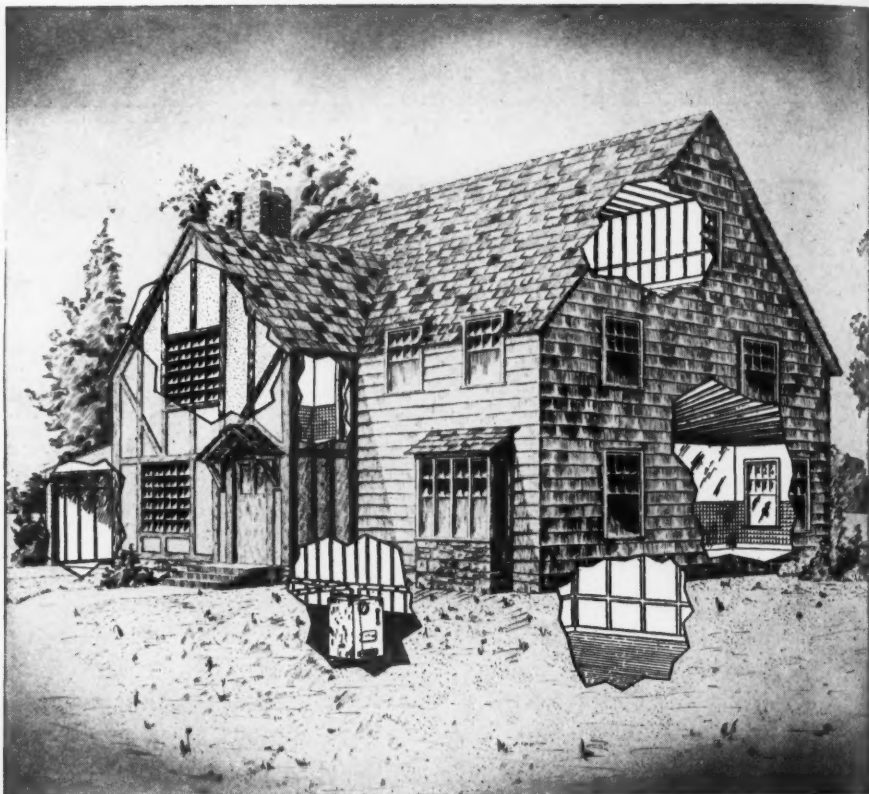


**THE SOLID FUEL FOR SOLID COMFORT**

*For new homes  
or  
modernization*

**K & M**

**LINABESTOS**



Because it is weather-resisting as well as fire-resisting, K & M Linabestos is equally suitable for exterior and interior construction. It is an especially desirable product for those parts of a house that are constantly subjected to the possibility of fire.

K & M Linabestos is an asbestos-cement structural board, inexpensive, durable and decorative. It is

available in plain sheets, or scored in 4" squares to resemble tile. Needs no protective painting, but after sizing it may be painted to obtain any decorative effect desired.

Like all K & M products, K & M Linabestos has behind it more than 60 years' experience with asbestos and magnesia materials. The K & M line is complete, and priced right.



## Send for information

Asbestos Roofing and Siding Shingles • Asbestos Flexible Wallboard (Sheetflexos) • Asbestos Decorative Walltile • Asbestos-Cement Structural Board and Sheathing (Linabestos) • K & M Mineral Wool Insulations for the home.

Underline the products on which you want full information and mail this coupon today.

Name \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

8-4

**KEASBEY & MATTISON COMPANY**  
AMBLER, PENNA.



## THE THERMOMETER IS NO STOP SIGN FOR STEEL JOIST CONSTRUCTION

● Interruptions and costly delays in winter building operations may be avoided when steel joist construction is used. Construction may be rapid even in sub-zero weather. Walls go up; floor joists are installed; the roof goes on; and as soon as the building is closed in, working platforms for the allied trades are available on each floor.

The numerous cold weather construction advantages of open web steel joists are realized particularly in multiple-storied, light-occupancy buildings such as schools,



office buildings, hospitals, apartment houses, etc.

Simplified construction and many other year-round economic and structural advantages—lighter weight, fire resistance, time saving, etc.—are described in the book "Steel Joist Construction."

### SEND FOR THIS NEW HANDBOOK

36 pages of useful information, including dimensions and properties of steel joists, standard specifications, loading tables, etc. Write today for your free copy.

(Expanded Type)

OPEN WEB

**STEEL JOIST  
CONSTRUCTION**

(Welded Type)

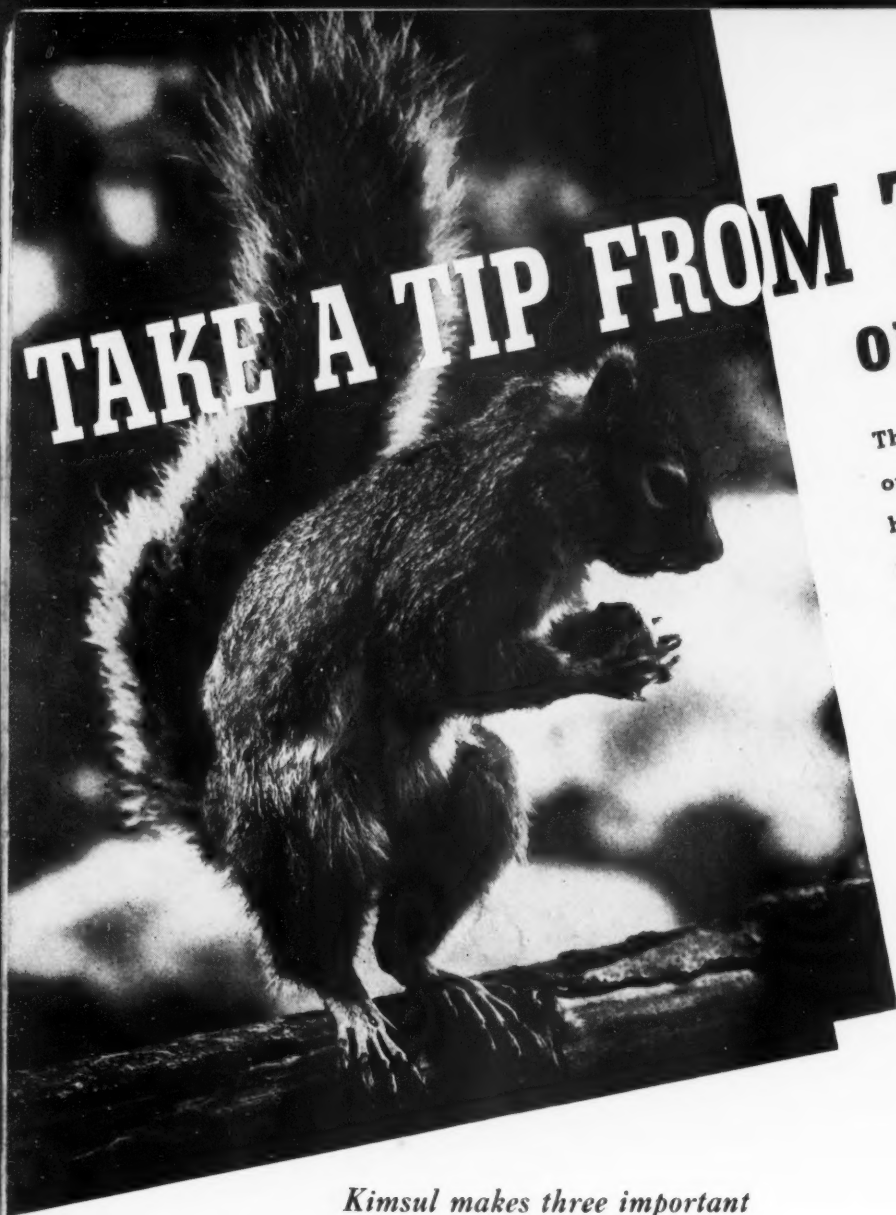
Bates Expanded Steel Corp., East Chicago, Ind.  
Bethlehem Steel Company, Bethlehem, Penn.  
Colorado Builders' Supply Co., Denver, Colo.  
Ceco Steel Products Corporation, Omaha, Nebr.

**STEEL JOIST INSTITUTE**  
201 North Wells Street, Chicago, Illinois

Concrete Steel Company . . . New York City  
Gabriel Steel Company . . . Detroit, Mich.  
Laclede Steel Company . . . St. Louis, Missouri  
Truscon Steel Company . . . Youngstown, Ohio



# TAKE A TIP FROM THE SQUIRREL ON CONSERVING HEAT



The squirrel's tiny heart and lungs are the only heating plant he has, yet they keep him warm in sub-zero weather, because the squirrel is wise in the ways of insulation. He conserves his heat by burrowing into the bole of a tree where he is protected from the cold by wood fibres.

## REDUCE HEATING PLANT REQUIREMENTS BY USING KIMSUL

Today the findings of research workers in the field of building insulation are confirming the canniness of the squirrel's instincts. For in actual installations, as well as laboratory experiments, there is convincing evidence that the savings in heating plant requirements and fuel consumption effected by any good insulation are quite materially increased by using Kimsul, the modern creped wood-fibre insulant.

*Kimsul makes three important contributions to insulating effectiveness and economy*

**1** A "K" Factor of 0.25 distinguishes it as one of the most efficient heat barriers among practical building insulants.

**2** Its wood fibres are bound together with asphalt, so it will not settle nor disintegrate. Non-toxic chemicals make it resistant

to fire, vermin, fungi and moisture. So it is *permanent*.

**3** The unique feature of expandability (described below) simplifies and speeds up the work of installing, considerably reducing its "installed-on-the-job" cost.

NAIL IT ON  
AT TOP

PULL DOWN LIKE A  
SHADE AND FLUFF



# KIMSUL

Reg. U. S. and Can. Pat. Off.

## AN EXPANDING BUILDING INSULATION

KIMBERLY-CLARK CORPORATION (Kimsul Division), Neenah, Wisconsin  
Established 1872  
NEW YORK, 122 East 42nd Street CHICAGO, 8 South Michigan Avenue

Without obligation,  
mail me a copy of your  
NEW book, "Year  
Around Insulation  
Costs You Nothing"...  
also sample of Kimsul.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



"**F**OR, as we may deduce by these quite remarkable logs cut from a single White Oak tree down in Bradley County, Arkansas, a few weeks ago, primeval forests still exist in that section.

"Indeed, I would go further and say that my minute investigation of the Bradley Lumber Company's manufacturing resources at Warren justify the conclusion that this enterprise will be operating on its present scale for at least another 35 years . . . perhaps longer.

"Referring to the evidence before us, this 210-year old forest giant scaled a total of 4,113 board

feet, a good part of which will be converted into "BRADLEY BRAND" Oak Flooring, Oak Trim and Mouldings and other useful items which this pioneer enterprise turns out.

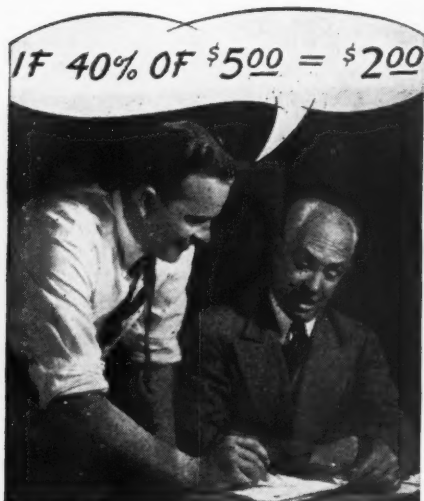
"And again, Watson, Bradley produces practically everything in pine as well . . . Arkansas Soft Pine, of course, noted for its wonderfully soft texture and beautiful figure.

"For that home you're going to build in which to grow old gracefully, you'd do well to remind your building contractor that you're disposed emphatically to material produced under the "BRADLEY BRAND" Trade Mark. Need I say more?"

*When Watson calls you in, just keep in mind that "Bradley Brand" products are conveniently available through local distributors everywhere!*



**BRADLEY LUMBER SALES  
COMPANY**  
WARREN, ARKANSAS



## —Then We Should Buy **MODEX** POWDER CASEIN PAINT

Art: "I've looked into this casein paint deal, Mr. Jones."

Mr. J: "Yes—I'm sold on using casein."

Art: "Well—the first thing in buying is to get a fair basis of comparison."

Mr. J: "That's right."

Art: "Federal Specifications have been established, so we'll take those."

Mr. J: "What's the best buy?"

Art: "That's simple. There's a big saving in Modex, the powder casein paint."

Mr. J: "Why is that?"

Art: "You don't pay for water or costly lead-lined containers."

Mr. J: "Sounds reasonable—what's the actual saving?"

Art: "From 25% to 40%."

Mr. J: "I'm sold—we'll use Modex."



THE REARDON CO.  
St. Louis · Chicago · Los Angeles

**MODEX**  
CASEIN PAINT IN POWDER FORM

## TWIN TWINKLES

### Your Money—Not Your Life

Bus Driver: "Madam, that child will have to pay full fare. He is over five years of age."

Madam: "But he can't be. I have only been married four years."

Bus Driver: "Never mind the true confessions; let's have the money."

### Colors Go Modern

The "New Yorker" reports that a printing ink company has named one of its colored inks "Expectant Mother Green." This shade seems to be missing from the lineup of Modex Tempera Colors but the range of twelve gay vivid tones supplies the sweeping demand for brilliant colors in interior decoration. All the advantages of Reardon's Modex apply to Modex Tempera Colors.

### Such Extravagance

Mrs. Goldberg and Mrs. Silverstein were gossiping over the back fence.

"I heard it today dot Abie Kasinsky vos keeping a budget."

"Vot!—und his wife, too?"

### Start Cement Floors Right

Cement floor surfaces can be successfully painted with paint, varnish or enamel if properly prepared. The ideal primer is two coats of Reardon's Venostone which seals, hardens, neutralizes and waterproofs in one operation, forming a protective film which alkali and moisture cannot penetrate. Note, however, that Venostone's job is to arrest dampness and moisture—not to hold back the seepage of water when there is sufficient pressure behind it to force it through wall or floor surfaces.

### Showing Good Form

Pretty Young Thing: "Are you sure these curtains won't shrink? I want them for my bedroom windows."

Candid Clerk: "Lady, with your figure, you should care—you should care."

### Good-Bye Mr. Kalsomine!

With the coming of R. W. K. (Reardon's Washable Kalsomine) old-fashioned kalsomines took a back seat. Because it requires no priming coat, R. W. K. costs less per job than regular kalsomine and offers the important advantage of giving a permanent finish that's washable.

### Ho Hum!

Teacher: "If you subtract 16,000 from 700,000 what's the difference?"

Johnny: "Yeah, I think it's a lot of foolishness, too."

### Ends Headaches from Plaster Cracks

Try as you will, it's a discouraging job to paint over walls with ugly plaster cracks in them. There's a new idea that's rapidly becoming popular. First fill the cracks with Reardon's Resurf. Second, blank stock the wall with wallpaper. Third, paint right over the paper with any shade of Reardon's Modex. This treatment works like magic—gives a soft, pleasing pastel effect at low cost.

### "All Out—Lady!"

She was a good little girl as far as good little girls go, and as far as good little girls go, she went.



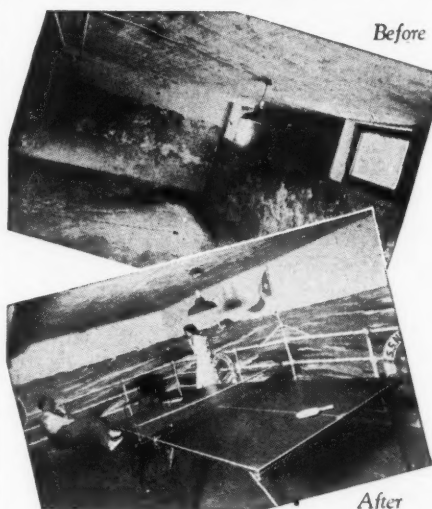
## To Keep Stucco Buildings from **CATCHING COLD**

## Use **BONDEX**

### WATERPROOF CEMENT PAINT

When stucco buildings get old, the outer walls become porous and the water seeps in. Then the building is apt to "catch cold." The walls start to sweat and the floors stay damp—a most unhealthy condition. To waterproof, weatherproof and beautify stucco and masonry, nothing equals Bondex, the paint eternal used the world over.

### BONDEX for Leaky Basements, Too



Damp leaky basements can be made into useful playrooms like this with Bondex. One treatment does the work. 18 colors and white to choose from.

Send for Bondex illustrated folder.

THE REARDON CO. St. Louis · Chicago · Los Angeles

**BONDEX**  
WATERPROOF CEMENT PAINT



# WINTER WORK FOR THE CONTRACTOR

Kelleher Corporation, Turners Falls, Mass., used quick service concrete to reduce the hazard of freezing. Quick hardening also kept the cofferdam safe against the unexpected emergency of quicksand.

Hydro Construction Co., Buffalo, N. Y., met winter need for concrete pavement. Placed at temperature from 15° F. to 30° F., in 24 hours canvas protection was removed and pavement opened to traffic.

Carl J. Matlin, White Bear Lake, Minnesota, used Lehigh Early Strength Cement so concrete would quickly harden beyond damage by freezing, and to make swimmingpool watertight.

J. E. Hinman & Son, Contractors, Glenwood City, Wis., saved \$418 net in heat-curing costs, on Soo Line Cross-over. Temperature ranged from 16° below zero to 5° above zero.

The coldest winter weather need not stop contractors from doing profitable concrete work.

Quick service concrete made with Lehigh Early Strength Cement makes it easier and more economical.

Curing and hardening time compared with normal portland cement is reduced two-thirds to four-fifths.

Quick service concrete is safe against freezing in a comparatively short time after placing.

Heat-protection time and cost are reduced about two-thirds.

Keep busy all winter—your equipment won't be piling up overhead costs—your year's profits will be greater—and you'll give owners greater satisfaction by avoiding delay until spring.

For helpful information on winter-time concrete, ask us for "Cold Weather Bulletin."

LEHIGH PORTLAND CEMENT COMPANY, Allentown, Pa., Chicago, Ill., Spokane, Wash.



## LEHIGH EARLY STRENGTH CEMENT



## Homes without YEAR 'ROUND AIR CONDITIONING are going to be Back Numbers in just a few years!

People who are in the building market today want air conditioning that includes cooling and dehumidifying in summer. They have seen it demonstrated in Kelvin Homes across the country. They have learned of its practical economy. And thousands have decided that they will accept nothing less in the new homes they plan to build.

### KELVINATOR MAKES IT EASY TO PROVIDE YEAR 'ROUND AIR CONDITIONING IN ANY SIZE OR TYPE OF HOME YOU BUILD THIS YEAR

The homes you build this year can have this modern comfort feature. Kelvinator co-operation makes it easy, because Kelvinator pre-engineering covers every structural as well as equipment factor that affects air conditioning performance and economy. And remember, Kelvinator year 'round air conditioning has been proved practical, and extremely economical in hundreds of Kelvin Homes. Mail the coupon for full information.



# Kelvinator

YEAR 'ROUND AIR CONDITIONING



### GET THIS FREE BOOK

**KELVINATOR** DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Without placing me under any obligation, please send me your complete reference book on year 'round air conditioning as introduced in Kelvin Homes.

Name

Firm

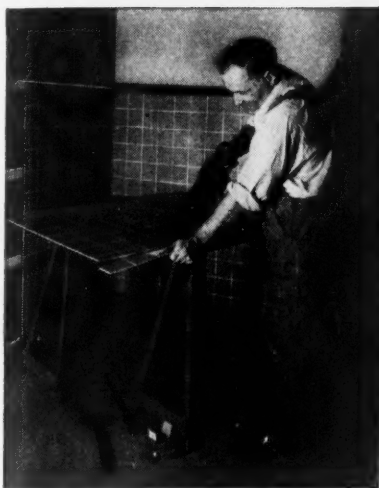
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City and State

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# New, improved base makes NEWTILE ASBESTOS CEMENT PANELS easy to cut and handle!

All you need are ordinary carpenter's tools



Straight cuts can be made with ordinary hand saw, preferably a 9 or 10 point saw. The sawing should be done on the finished side.



Curves and large holes can be cut with a coping or jig saw and holes up to one inch can be drilled with a brace and bit.



Where desired, the edge of the sheet can be beveled with a draw knife or block plane as illustrated in the photograph above.



Cupped head finishing nails are furnished which can be readily driven through the panel. No drilling of nail holes is necessary.

*Without sacrifice in finish, durability or waterproof qualities—NEWTILE may now be sawed, planed, beveled, nailed easily.*

There has always been a big demand for Newtile Wall Panels.

The gleaming beauty of Newtile—its long-wearing, water- and fire-resisting qualities—its economy—have made it popular for kitchens, bathrooms, recreation rooms, laundries, shower rooms, cafeterias and restaurants.

Now comes a new improvement in Newtile which you will appreciate. Coming as it does *at this time*—when winter work is important—you will *doubly* appreciate it. After months of experimenting, a new base for Newtile has been developed, tested and proved.

This new, improved base *means no sacrifice* in the finish, durability and waterproof qualities. But it does mean that Newtile is easier to apply. It can be cut and handled with ordinary carpenter's tools. This greater ease in application means faster work—more indoor jobs this winter—at reduced costs.

Newtile is made in panels 32" x 48", in the colors of green, cream, blue, black, Spanish and white; natural or painted score lines. Cap pieces 2" x 48". Base 4" x 48" or 6" x 48".

We want you to install one job of Newtile Wall Panels. See for yourself how easy it is to handle. Your customers will be pleased and so will you, for one job invariably sells others. Mail the coupon for samples and descriptive literature.

## RU-BER-OID

ROOFING AND BUILDING PRODUCTS

BE SURE TO  
INVESTIGATE  
THE FULL LINE

Check the Ruberoid Building and Modernization Products which interest you:

- |   |  |
|---|--|
| <input type="checkbox"/> Asbestos-Cement Shingles             | <input type="checkbox"/> Asphalt Shingles and Roofings |
| <input type="checkbox"/> Asbestos-Cement Siding               | <input type="checkbox"/> Asbestos Pipe Covering        |
| <input type="checkbox"/> 'Newtile' for bath and kitchen walls | <input type="checkbox"/> Rock Wool House Insulation    |

The RUBEROID Co., 500 Fifth Avenue, New York, N. Y.

Please send us folders describing the Ruberoid Building Products checked.

A. B. 12-37

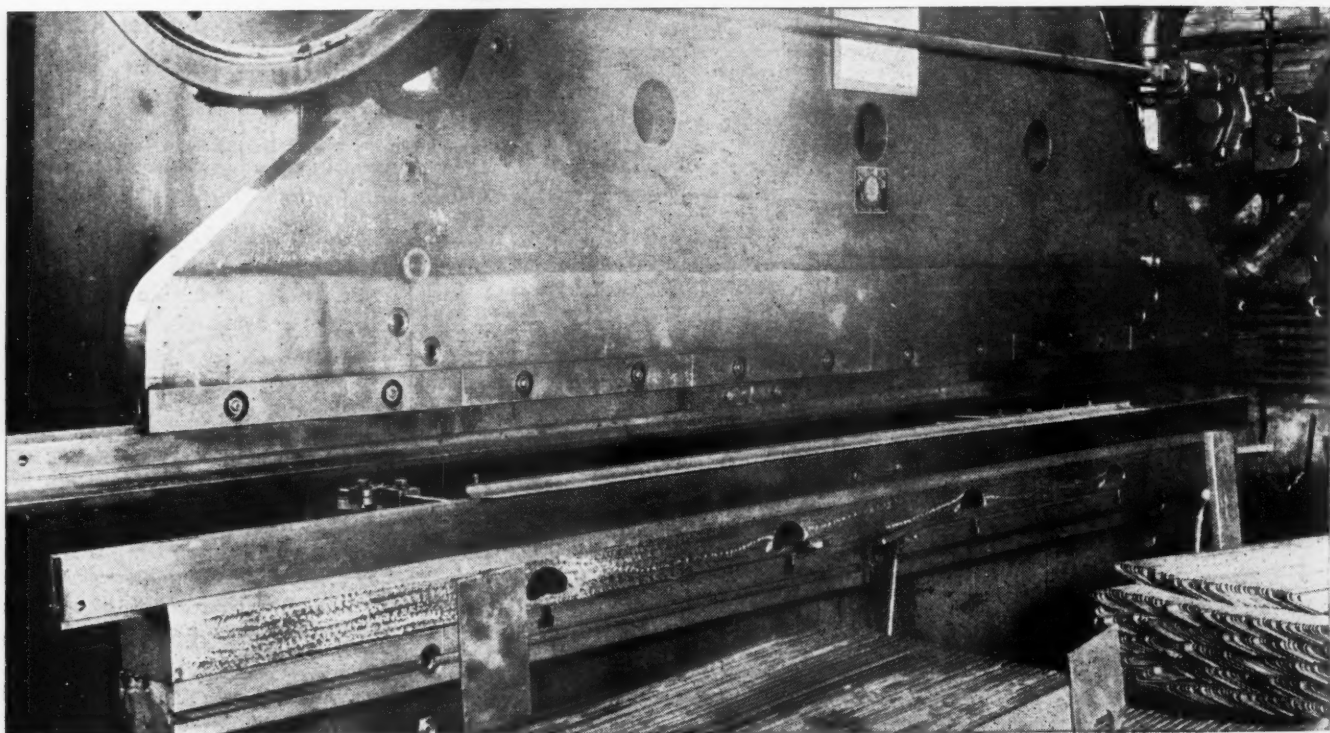
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ONE PIECE  OR A HUNDRED

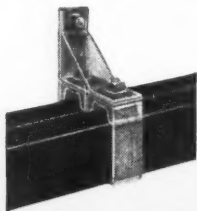


### STANLEY TRACK IS "STRAIGHT AS A DIE"

**STANLEY**

All Stanley Track for sliding doors is made on positive dies that form the metal straight and true. That is why every piece of Stanley Track is uniform; never distorted; why it cannot "warp" before or after installation; that is why Stanley Hangers roll smoothly on it, do not catch or bind.

### STANLEY BRACKETS KEEP IT THAT WAY



The unique Stanley Track Bracket with "Hold-Fast" Clamp locks the track into position, keeping joints in perfect alignment. Any number of sections can be joined into a continuous piece for easy, quiet operation of doors. Write today for descriptive literature.

THE STANLEY WORKS, New Britain, Connecticut

**STANLEY HARDWARE**  
*for Carefree Doors*



"MY FIRST WINTER  
WORK---THANKS  
TO MARQUETTE  
HIGH EARLY  
STRENGTH CEMENT"

On the job—  
typical of thousands  
of workers this winter.

**High Test!**

**Marquette  
CEMENT**



**MARQUETTE CEMENT MANUFACTURING COMPANY**

CHICAGO

MEMPHIS

MEMBER PORTLAND CEMENT ASSOCIATION

When a concrete reaches high strength in  $\frac{1}{7}$ th the time, the cost of preparing it — protecting it in winter, is reduced. That's conclusive — and that's true when the cement is Marquette **HIGH EARLY STRENGTH** Portland Cement! And so the greatest winter hazard, danger of freezing, is just about removed. Then, too, when this **HIGH EARLY STRENGTH** has proved — as it already has in the hundreds of winter jobs of different types, that its maximum strength — and its cost — is comparable to regular concrete, it follows that it is much in demand. And it is! Today, the rapidly increasing winter jobs of Marquette **HIGH EARLY STRENGTH** Portland Cement are making winter a normal building season for many contractors. So that thousands of workers on hundreds of jobs in the Mississippi Valley can and do say: "My first winter work — thanks to Marquette **HIGH EARLY STRENGTH** Cement."

Send for a helpful **USER'S MANUAL**. There is an entire chapter devoted to the value of this high speed cement in winter concrete work.

**MARQUETTE CEMENT MANUFACTURING CO.**  
Marquette Building, Chicago, Illinois

Please send me, without cost or obligation, a copy of your 72-page User's Manual on Marquette High Early Strength Portland Cement.

Name.....  
Company.....  
Address.....  
City..... State.....

A.B.128



*Here's how*  
**WE'RE PAVING THE WAY  
 TO MORE STORE FRONT  
 JOBS FOR YOU**

**Y**OUR consistent use of Pittco Store Front Products enables you to profit by their widespread acceptance—the result of years of continuous advertising. Advertisements featuring Pittco Store Fronts and Pittco Store Front Products have been appearing regularly in these 32 publications:

American Architect  
 Architectural Record  
 Architectural Forum  
 Pencil Points  
 American Builder  
 American Druggist  
 Drug Topics  
 American Restaurant  
 Restaurant Management  
 Auto Daily News  
 Motor  
 Bakers' Weekly  
 Better Theatres  
 Modern Theatre  
 Boot and Shoe Recorder  
 National Real Estate Journal  
 Buildings & Building Management  
 Chain Store Age  
 Dry Goods Journal  
 Dry Goods Economist  
 Hardware Age  
 Hardware Retailer  
 Jewelers' Circular  
 Liquor Store and Dispenser  
 Meat Merchandising  
 Men's Wear  
 Modern Beauty Shop  
 National Furniture Review  
 National Petroleum News  
 Super Service Station  
 Progressive Grocer  
 Soda Fountain Magazine

**PITTCO**  
 STORE FRONTS  
*glass...metal...paint*

In these magazines, Pittco advertisements are read regularly by 780,000 store remodeling prospects everywhere. They carry the story of how Pittco quality builds sales, increases profits and boosts property values. They open the door to more remodeling jobs for you.

*Paint* • **PITTSBURGH** • *Glass*  
 PLATE GLASS COMPANY

Pittsburgh Plate Glass Company,  
 2208 Grant Bldg., Pittsburgh, Pa.

Please send me, without obligation,  
 your new book entitled "Producing Bigger  
 Profits with Pittco Store Fronts."

Name.....  
 Street.....  
 City..... State.....



You save on building costs—the Buyer saves on upkeep—with . . .

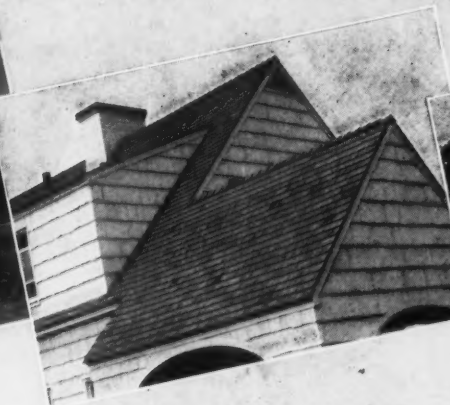
## CERTIGRADE RED CEDAR SHINGLES!



### CONSTRUCTION

STRUCTURE: Exterior walls—brick, wood furring, etc. Interior partitions—wood framing.

**Side Walls:** Use Certigrade Red Cedar Shingles, No. 1, for their deep-shadowed beauty and rich texture. Certigrades are easy to apply and eliminate waste.



### CONSTRUCTION

STRUCTURE: Exterior walls—brick, wood furring, etc. Interior partitions—wood framing.

**Roofs:** Certigrade Red Cedar Shingles, No. 1, for lasting protection against all extremes of the elements, with a minimum of upkeep expense.



### CONSTRUCTION

FOUNDATION: Walls—12 in. foundation—stone or concrete.

**Double-coursing:** Certigrade No. 1 24-in. over No. 2 16-in. for maximum beauty and economy. Insulation value practically doubled by this method.

## Certigrade Shingles Offer Maximum Value for Both Builder and Buyer

**C**ERTIGRADE Red Cedar Shingles help you give *more* home for the money. Use them on both roofs and side walls—on any type home. First cost of CERTIGRADE Shingles is surprisingly low. There is practically no waste in their use. Because of their light weight they don't require the extra bracing and heavier construction of other materials. Yet they actually add to the structural strength of a building because of their lap and overlap.

### WOMEN LIKE CERTIGRADE BEAUTY

You'll find, too, that homes with roofs and side walls of CERTIGRADE Red Cedar Shingles are easier to sell. Their *natural beauty*, the *rich texture* of the wood, the

interesting *shadow lines* of their thick ends, attract buyers. Women particularly are intrigued by the "homey" appeal of red cedar shingles—and remember, women have a strong influence on all home sales.

The high insulation value of red cedar (grown-into the wood through the centuries) gives you another strong selling point. CERTIGRADE shingled homes are easier to heat—fuel bills are materially reduced—and they are cooler in summer.

### LOOK FOR THE LABEL

CERTIGRADE Red Cedar Shingles are available in a grade to meet your particular needs. CERTIGRADES No. 1 for roofs and side walls of first class construction, No. 2 and No. 3 for buildings of a secondary nature and for the under course in double-coursing. Look for the CERTIGRADE label on every bundle of shingles you buy—it's your guarantee of grade and quality.

**FREE:** "The Certigrade Handbook of Red Cedar Shingles"—96 pages of valuable information on use of Certigrade Shingles and all roof and side wall problems. A permanent reference book. Write Red Cedar Shingle Bureau, Dept. AA-1237, Seattle; Canadian office, Vancouver, B. C.



*Here is the plumbing and heating piping system that protects the building throughout its life...*



*No Repair Bills  
No Rusting  
No Leaks*



**PLUMBING  
HEATING AND  
AIR CONDITIONING •**

● The homes that are being built today do cost somewhat more than those of a few years ago, but, dollar for dollar, there is more comfort, efficiency and convenience for the extra money involved than could be procured in the same sized home a few years ago at the lower price. THE TREND IS DEFINITELY TOWARD QUALITY.

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STREAMLINE Copper Pipe and Fittings for plumbing, heating and air conditioning is definitely a quality product and one of the most effective sales helps in the disposal of property.

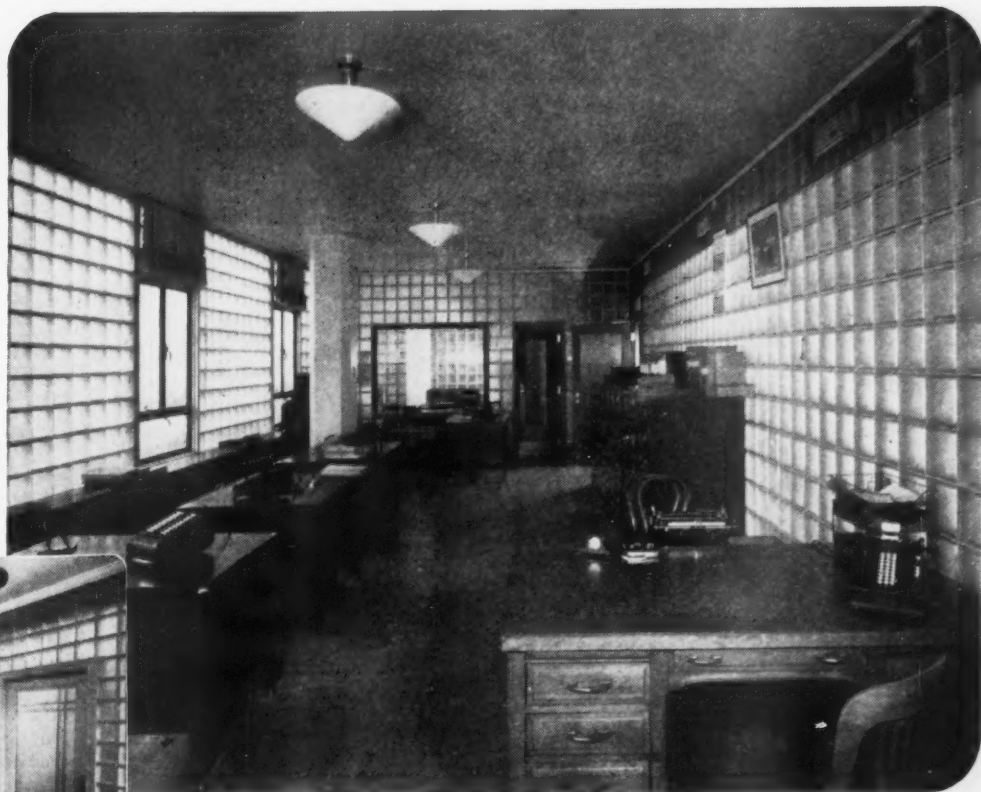
You can confidently install STREAMLINE Copper Pipe knowing that you can truthfully point out to your prospects that they will have a permanently reliable conducting system that assures efficient service from modern kitchen and bathroom fixtures and radiating units, year in and year out.

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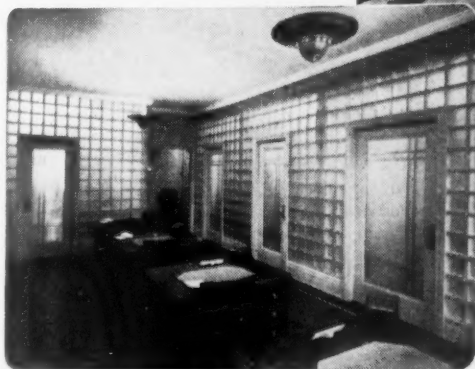
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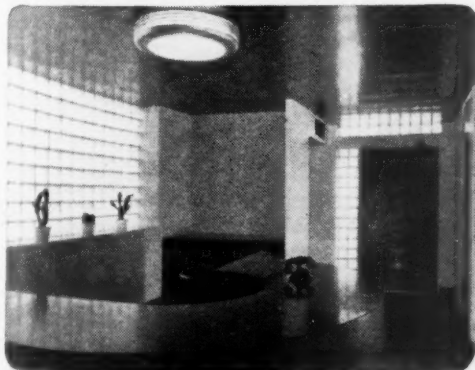
# *Insulux* ADDS THE *Plus* OF LIGHT TRANSMISSION TO INTERIOR PARTITIONS



• A recent installation of INSULUX Glass Block in the ultra-modern American Education Press Building, Columbus, Ohio. Richards, McCarty & Bulford, Architects.




• Interior of new offices of the First Wisconsin National Bank in Milwaukee. Here is a typical installation where INSULUX retains privacy while transmitting light the modern way. Edwin J. Kraus, Architect.



• A doctor's office in Clayton, Missouri. Harris Armstrong, Architect. Another excellent example of the adaptability of INSULUX to use in interior partitions.

● INSULUX does all of the things expected of an ordinary office partition—and more! It adds privacy and reduces sound transmission to a minimum. In addition to all its other advantages, INSULUX Glass Block offers the definite plus of Light Transmission—a plus that many building owners and architects find is translated into lower lighting costs and improved working quarters. Some types of offices, especially those built in connection with factories and industrial buildings, have a special need for INSULUX Glass Block. In these installations, INSULUX reduces factory noises and gives privacy, yet admits almost all of the available light. Complete data is available on request. Write to Owens-Illinois Glass Company, Industrial and Structural Products Division, Toledo, Ohio.

OWENS-ILLINOIS *Insulux*

GLASS  BLOCK

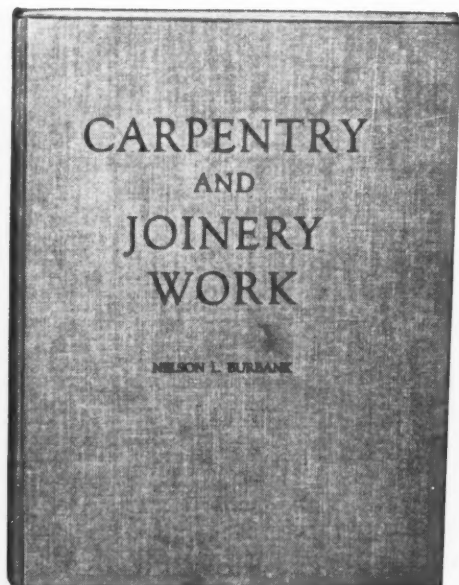


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Formerly Instructor, Building Vocational High School, Cincinnati, Ohio



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